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EDITORIAL COMMENT

Wiley Out

The unexpected resignation of Doctor Wiley from his position as chief of the Bureau of Chemistry of the United States Department of Agriculture, which was accepted on March 15, removes from office one of the most striking figures of our times. He has occupied a unique position as the official interpreter and enforcer of the food and drugs act of June 30, 1906. His attitude throughout the storm which raged about the enforcement of this law has been one of active antagonism to fraud and deception of any kind. He has been fearless in attacking practices which he believed wrong, and he has not hesitated to denounce men and firms of the highest commercial standing when he deemed them guilty. He has sometimes erred in his interpretation of the law, as shown by adverse decisions of the Supreme Court. We have ourselves had occasion to differ with his interpretation of the law, but his errors were never on the side of leniency. He has always stood for the most rigid enforcement of the most stringent possible construction of the law. If he has strained the law it has been in the direction of greater security. He will take with him into whatever walk of life he goes the gratitude and approval of the great mass of the people of the United States. As Doctor Wiley's successor we propose the name of James H. Beal, pharmacist, chemist, lawyer and legislator; an honest, incorruptible, far sighted, sane and dependable man.

Similarity in Pharmaceutical Names

We have repeatedly pointed out the similarity, often the dangerous and even fatal similarity, of pharmaceutical names in the columns of the AMERICAN DRUGGIST. As every pharmacist well knows, the names of a great many of the proprietary preparations, as well as some of the newer chemicals, resemble each other very closely, both when written and when spoken. In the recent poisoning case in the Brooklyn nursery a druggist furnished salicylate of sodium when the citrate was asked for. Mistakes of this kind can be avoided if the pharmacist inquires as to the use to which the drug is to be put. Such mistakes shake the confidence of the public in pharmacists generally. Just as

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the laity has confidence in the physician, they should also have complete confidence in the pharmacist.

What Is Sweet Oil?

This is a question that has caused much debate, many authorities stating that any bland, nutritious vegetable oil is a "sweet" oil. The question has been settled legally by a recent decision of the Department of Agriculture (Food Inspection Decision 139), which declares that any oil other than olive oil will be deemed misbranded if sold under the label "sweet oil," and druggists should therefore be careful in this labelling. It is lawful to sell cottonseed oil or similar bland vegetable oils as "salad oil" and the law does not require a statement on the label of the nature of the oil, provided it be harmless and nutritious, but if an oil is labelled and sold as "sweet oil" it must be olive oil. While most persons would prefer a freshly refined cottonseed oil for table use or cooking to an old, rancid olive oil, still under this ruling olive oil has the sole claim to the name "sweet oil." Mixtures of olive oil and cottonseed oil even are declared to be misbranded under this last ruling if labelled sweet oil, even though the label is worded elsewhere so as to plainly describe the nature of the oil or mixture of oils. In short, the constituted authorities say that olive oil is sweet oil, as this term is understood by the public, and the sale of any other oil, animal, mineral or vegetable, under this name is a violation of law. In a way, the matter is a trifling one and suitable labels will insure the druggist against violation of the law, but it may prove a difficult matter to explain to a customer why a 4 ounce bottle of sweet oil under the new ruling costs twice as much as it did before February 10, 1912.

Politics

The interest in the political situation grows more intense as the presidential campaign approaches. Pharmacists as a class are no less interested in the welfare of their country than other men, and the drug store will be the scene of many a hard fought lingual battle between now and next November. We believe in every man having an opinion on all matters of public policy, and we believe in his having the courage of his convictions. But we do not believe that anything is to be gained by political arguments of the sort that estrange friends and incidentally divert trade. In the coming campaign there is every evidence that intense partisanship will prevail and this will offer the greater opportunity for caustic remarks and fiery retorts. It is a wise man who holds his tongue when tempted to say a sharp thing. It is a wise man who, while maintaining his own position, admits that there are two sides to every question and that the opposing side may have its advantages. Political arguments have no place in the drug store.

The Army Pharmacist

In his annual report the Surgeon General of the United States Army directs attention to the injustice which has been done to the members of the hospital corps by recent legislation which gave increased pay to men of corresponding rank in other branches of the service, but failed to provide for an increase for the members of the hospital corps. The Surgeon General recommends the establishment of the grade of sergeant major in the corps with the flat pay of seventy-five dollars a month. In his annual report he says that "without considering the advisability of an advanced grade for worthy noncommissioned officers, there is a demand on the score of efficiency for this grade." As a matter of fact, the hospital corps offers no inducements to the ambitious lad. The private in the line may win a commission. In the hospital corps the rank of sergeant is the highest he can hope for. It is something to have the Surgeon General himself admit these facts. But this is not enough. There is a real need in our army for pharmaceutical chemists of the highest attainments. Their work would be entirely different from that done by the sergeants of the hospital corps. They would be in effect medical purveyors and expert analysts. They would have charge of main depots and would organize a medical supply service so that in case of emergency there would be no danger of such a breakdown as occurred at the outbreak of the Civil War and during our war with Spain. There is, of course, an objection to the formation of numerous special corps having promotion only among themselves, but it seems to us that the advantage accruing from the organization of a pharmaceutical corps would more than compensate for this disadvantage. We would suggest as a possible step in this direction the organization of a reserve corps of pharmaceutical chemists somewhat in line with the present medical reserve corps. A skeleton organization could be formed in such a reserve corps capable of immediate expansion on the outbreak of hostilities at any time. Such a corps could be organized without cost to the Government and maintained with but little cost as the reserve officers would receive pay only when ordered to active service.

THE SODA FOUNTAIN A PRODUCT OF THE RETAIL DRUGGIST

IF the average retail druggist combined a fraction of the business acumen of an Edison, along with a share of his inventive genius, which he has shown that he possesses, not a few of them would be drawing big royalties from the more important of the soda fountain and soda fountain appliance manufacturers. A prominent official of a leading soda fountain manufacturing concern is authority for the statement that nine tenths of the orders received from druggists by his firm are for fountains of special design in at least some one particular. The special feature or features called for represent the ideas good or bad whereby the individual druggist thinks an improvement may be made in the fountain intended for his particular use. If his idea is bad, use of the fountain will develop that fact, and the idea is not likely to be repeated.

ON the other hand, a good idea, especially if, as is often the case, it pops up from various quarters within a short period, is not only embodied in the particular fountains in which it is called for, but is soon added or perhaps substituted for an inferior design on stock fountains of the manufacturer in question. It is really an elaboration of this system that has brought the modern type of attractive, sanitary and economical soda fountains.

THE success of the present day soda fountain depends to a large extent on the method of cooling used. There are three methods in general use, the brine, the coil, and the water bath cooling systems. All three of these methods are the actual inventions of practical druggists.

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THE brine system of cooling soda fountains is the result of one order, received by a soda fountain manufacturer from a retail druggist in Milwaukee, and of another from a retailer in Chicago. Both these druggists sent in specifications for a special fountain, and each of them had embodied a new and practical idea in his specifications. The two orders were filled and afterward the two ideas, as worked out, were combined to produce a stock soda fountain cooled by the brine system.

THE water bath system, said to be the first of the so-called iceless systems on the market, is the invention of Louis A. Becker, of Bishop-Babcock-Becker Company. Mr. Becker was a retail druggist before he entered the soda fountain manufacturing business. The Opal Onyx Soda Fountain is the invention of W. H. Wallace, a retail druggist of Indianapolis, Ind., and it is probable that many other improvements in soda fountains have been due to the suggestions of druggists.

INCREASED TELEPHONE COMMISSIONS

AFTER an agitation lasting several months the New York Telephone Company has offered and the New York Pharmaceutical Conference has recommended the acceptance by the druggists of a sliding scale of commissions ranging from 10 to 20 percent. and averaging for the 2,300 druggists in Greater New York and Westchester County 16 percent. While this is less than the druggists demanded, and much less than we believe they are entitled to, it is a very substantial increase over the 10 percent. flat rate which had been put in force by the telephone company, taking the place of the 20 percent. which had been paid in Manhattan and the Bronx. Outside of Manhattan and the Bronx the company had only paid 10 percent. commission heretofore in Greater New York and therefore those druggists of Long Island, Westchester and Richmond Counties, whose daily collections amount to more than 50 cents will all be gainers by the agitation.

BUT few realize how much even such a concession means to the telephone company. The officials estimate that the application of the new rate of commissions means an expenditure on their part of $115,000 annually in commissions more than if the 10 percent. basis of payment had held good. The agitation on the part of the druggists will, of course, benefit all who have telephone pay stations, as the telephone company is publishing advertisements stating the new rate of commission which they give to pay station agencies.

THE figures furnished by the telephone officials to the New York Pharmaceutical Conference will cause surprise in several directions. The members of the conference committee were surprised, and we think that our readers generally will be in the same state of mind on learning that only 16 percent. of the total public telephone stations in the Manhattan and Bronx division are conducted by druggists. In the Long Island division only 9 percent. and in the Westchester division only 16 percent. of the pay stations are in drug stores. It appears, however, that while the total number of druggists handling telephone stations in the two divisions of the telephone territory is only 12.4 of the whole number of pay stations, the income received by the company through this 12.4 percent. is nearly one-third of the whole income from pay stations. It is this particular factor which has been the strength of the druggists in dealing with the situation.

IN summarizing the effects of the new scale on the remuneration paid to the druggists the telephone officials, who have, of course, a complete record of the receipts of all the different pay stations, state that 16 percent. of the druggists in the Greater New York territory will come within the 10 percent. basis of remuneration. Twenty-two percent. of the druggists will receive 11.7 percent., while 62 percent. of 1,432 druggists will average 16.7 percent. commission. Assuredly such a gain over the 10 percent. is well worth the time and the comparative small sum which has been expended by the New York Pharmaceutical Conference acting on behalf of the druggists in this agitation.

THE members of the conference felt some hesitancy in recommending the druggists to accept the terms offered, knowing that criticism would be made for failure to obtain more liberal concessions. On the other hand, the statistics which were placed before the conference committee by the telephone officials seemed to give some warrant for their assertion that the concession made was all that the traffic would bear. Moreover, the members of the conference feared that insistence on better terms might lead to the recall of this offer and precipitate a long and bitter struggle between the druggists and the Telephone Company, in which there was no adequate assurance of the unanimous support of the retail druggists. To the druggists of Chicago, of New Orleans and of other cities who are in receipt of much more liberal compensation for telephone service, the concessions gained in New York may seem trifling and inadequate; but we believe on the whole the druggists of Greater New York will accept with gratitude the results of the efforts of the New York Pharmaceutical Conference and will feel that in the circumstances the conference has done all that could have been expected, and is deserving of the thanks of the local druggists.

MAKE THE SODA FOUNTAIN MAKE MONEY

ANY part of a merchant's business that doesn't pay its expenses should be promptly eliminated; any merchant who cannot get a profit out of his business will soon be eliminated himself. The druggist who has a soda water fountain that doesn't return good profits on the investment should ask himself these two questions: Why doesn't my soda fountain business pay, and how can I make it pay? If he cannot find an answer he would probably do better in some other line.

THE soda fountain offers a greater opportunity for making money quickly and with less proportionate expense than any other department of a modern drug store; but like all successes, it demands intelligence and hard work. The owner of a chain of soda fountains in the South, which have made him comparatively rich, explained his success thus: "I put brains into every glass of soda when I started first; when the business grew so that I had to hire help, I made every man do it, too. If I found a man without brains to spare, I got rid of him at once. It's brains that count in the soda business, not luck." This is a somewhat crude way of expressing the necessity and value of intelligent work; but as the speaker is now living in comfort in his declining days on the money he made from selling soda wa-

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ter, the value of the advice atones for the blunt way in which it was given.

IF brains, in other words, intelligent appreciation of the possibilities of the soda fountain as a money maker, are put into it, this feature of the modern drug store can be made to pay more than its share of profits. In figuring up the profit and expense account of the soda fountain, its possibilities for attracting other trade are often overlooked, and the advertising its service gives to the store is, alas, too often underestimated. Just as men are rated on first acquaintance by the style and appearance of their clothes, a drug store is rated by a new customer according to its soda fountain. If this is shabby, unmistakably dirty and neglected, with used glasses littering up a sticky counter, the impression given at once is that of carelessness, careless management everywhere. On the other hand, a fountain with its marble and metal work glistening, its counter clean and its appurtenances neatly and orderly arranged, at once gives the same impression that one experiences when meeting a well dressed man. The idea of self respect, and therefore efficiency, is at once conceived. The customer reasons subconsciously that the rest of the store must be like the fountain, and confidence in its owner is inspired before the first transaction is made.

BUT first impressions, while lasting, are not always made permanent by performance. The customer who is served with an insipid, half cooled, flat glass of soda water is more apt to remember this than the shining metal and polished marble of the fountain, while the dingy appearance of a small fountain may be forgotten in the remembrance of the deliciously cool, refreshing drink served from it. The surest way to make the soda fountain pay is to follow up first impressions with good performance; neglect of either will destroy whatever good effect one may produce. That is what the old druggist meant when he said he put brains into his soda water; he first fitted up his fountain so that it looked attractive and then he made it attractive by the superior quality and excellence of the beverages served. It is not easy to make money in the drug business, but more money can be made by putting brains in soda water than in any other of the druggist's customary lines.

THE TENTATIVE OPIUM REGULATION

THE tentative opium regulation promulgated by the Board of Food and Drug Inspection and printed in the AMERICAN DRUGGIST for December, page 74, has at last aroused the attention of the drug trade. When the regulation was first promulgated but little attention was paid to the request of the Board of Food and Drug Inspection that opinions should be expressed regarding it. A few individual expressions of opinion were received in Washington, but the first organized protest came from the Massachusetts Pharmaceutical Association, which sent a delegation of three members to Washington. Notwithstanding this protest, further steps were taken toward putting the regulation into force, until a request was received from Thomas P. Cook, chairman of the committee on legislation of the Drug Trade Section of the New York Board of Trade and Transportation, that a hearing be granted on the regulation. It is understood that the regulation had been signed by the members of the board and transmitted to the Secretary of Agriculture for his approval. On the receipt by the secretary of the application for a hearing he returned the decision to the board, with instruction that arrangements be made for the granting of the hearing asked for.

IN the course of this hearing, which took place at the Department of Agriculture on March 6, many interesting points were brought out indicating the attitude which would probably be taken by the authorities in enforcing the decision, and the more light thrown on the decision the more objectionable does it become. In an amended copy of the decision, which was made public at the hearing, a list of the principal products affected was set forth in the following words (sic):

(i) The following are the principal products affected by this regulation: Opium (gum, powdered, granulated or otherwise), codein, morphin, heroin, dionin, peronin, diacetyl morphin, coca (whole, powdered, granulated or otherwise), and cocain, their salts and derivatives and preparations derived from or containing any of the before mentioned bodies; bougies, brown mixture, carminative mixture, chlorodyne, compound powder of morphin, crayons, diarrhœa mixtures, dover's powder, elixirs, granules, liniments, ointments, paregoric, pills, plasters, solutions, syrups, suppositories, tablets, tinctures, triturates, troches, vinegars, wines, etc.

THE food and drugs act only contemplates the regulation of commerce between the States and with foreign countries. The presumption is that the regulations will be subject to the same restriction, and it is this fact which has probably prevented the retail drug trade from taking any active interest in the proposed opium regulations. A careful perusal of the regulations, however, leads one to infer that there is a possibility that the authorities contemplate the application of this regulation to individual druggists on the ground that the products of the imported drugs named in the regulation are subject to the law wherever found. Such a proposition is far fetched, and would, we are sure, not be accepted in the courts; but some of the statements made at the hearing lead one to believe that some such view is held by the authorities. If an effort should be made to enforce the regulations on individual druggists in this way the dispensing druggists will have but little time to do any bookkeeping beyond that required under the opium regulation. A specific request to the authorities for a statement of their attitude on this question has not brought forth any reply as yet.

IN the hearing the representatives of the bureau of chemistry made it quite clear that no consideration would be paid to any question of expense or trouble involved in carrying out the regulation, and that these particular representatives of the bureau saw no reason why all products of coca and opium should not be entirely eliminated from all proprietary preparations.

WE have pointed out in a previous issue some of the objections to this regulation. Prof. C. F. Nixon, of the Massachusetts Pharmaceutical Association, points out other objections in another column, and finally there is the very serious objection which every American citizen must feel to this regulation as being in the nature of an attempt on the part of the bureau to make law. The regulation is essentially new legislation, and legislation does not come within the scope of the duties of the Bureau of Chemistry nor of the Board of Food and Drug Inspection. Their duty is to enforce the law and not extend it.

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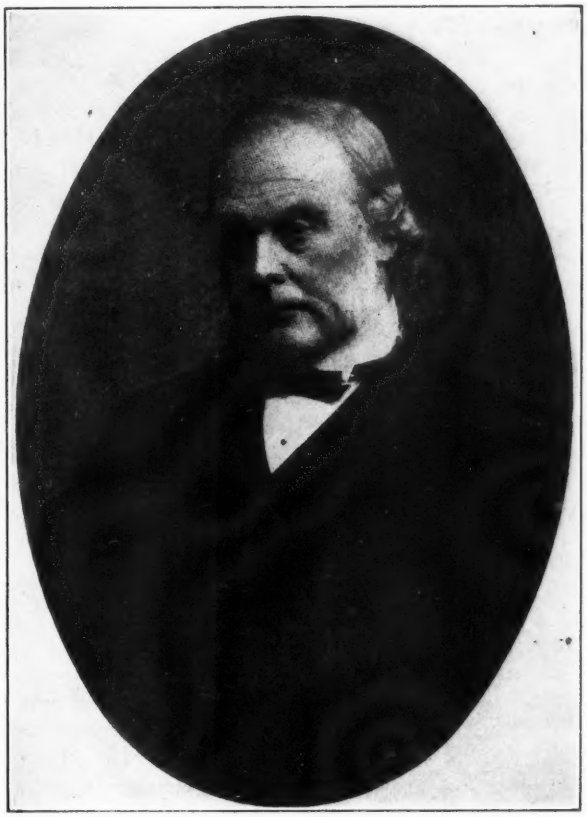
LORD LISTER

THE death of Joseph Lister, at the age of eighty-five, has taken from the active life of the world one of its greatest benefactors. The empty title of "lord" conferred on him by the ruler of his country has little significance compared to the worldwide recognition of his work in the term "Listerian" as a synonym for antiseptic surgery. If he had devoted his talents to destroying life he might have become a great general and have had bestowed on him still higher emoluments, titles and honors, but he chose rather to save life, a thankless task, as every physician knows, and one which brings little reward in comparison to the glory heaped on the warrior who destroys life.

THE work done by Lister and the application of his discoveries and teachings have revolutionized surgery and in many ways broadened the field of work of the pharmacist, adding new materials to his stock in trade and creating a demand for articles unknown to men of olden days. It is easy nowadays to criticise and find fault with the early Listerian methods of antiseptic surgery. Carbolic acid has practically been discarded as a surgical disinfectant and the early practices have long been abandoned, but the fact remains that it was Joseph Lister who first recognized the cause of infection of wounds and who conceived a method for its prevention. It was Lister, too, who first distinguished between asepsis and antisepsis, the primary surgical cleansing of the field of operation and the later cleansing of infected wounds by suitable germicides, but this is such everyday knowledge now that it is forgotten what genius and patient toil were required to discover this.



LORD LISTER.

DURING his long life Lord Lister gave his best to the advancement of hygiene and surgery, one of his last publicacts being a masterly address delivered in the House of Lords showing the danger and falsity of the claims of the anti-vaccinationists, which convinced his colleagues. A movement has been begun in England to erect a monument to Lord Lister in Westminster Abbey as a tribute to his services to mankind. While appropriate, it is not needed to preserve the memory of Lister—every hospital and surgical ward are constant reminders of his work, every successful operation, too, is but one more monument to his genius. The fact that his services to humanity were recognied by conferring such high honors is an interesting evidence of a growing appreciation of the value of scientific and humanitarian achievement.

A PATENTEE IS A MONOPOLIST

THE recent decision of the Supreme Court of the United States in a case involving the right of the owner of a patented article to stipulate the use of specified materials by the purchaser thereof under penalty of forfeiture of right to use the device or article if the specified materials are not used with it, is of far reaching extent. Carried to its logical conclusion it means that the patentee of a frying pan may impose on the purchaser the requirement that the meat to be cooked in his pans must be bought from a certain butcher shop, or that thread of a certain manufacturer must be used by the owners of sewing machines protected by patent, and as the decision of the highest court of the land it must stand until Congress makes suitable correction of our chaotic patent laws.

THE case in question involved the right of the patentee of a mimeograph duplicating machine to enforce the restriction that its sale should be made only with an obligation assumed by the purchaser to use certain inks and materials specified by the patentee, each machine having stamped on it a notice to this effect which was construed by the court to be a license for use under these requirements. The right to sell the machine was transferred to an agent, who sold them to various purchasers, but supplied them with a different ink from that required by the terms of sale and license. The patentees brought suit for damages for loss caused by failure of the agent to comply with the terms of the license and infringement of the rights granted by law to the owner of the patent, in other words, claiming that the owner of a patent not only had the exclusive right to manufacture and sell the article, but that he could require as part of the conditions of sale that only certain materials or things be used with it. For example, the patentee of a nursing bottle can make a condition of its sale the requirement that the druggist purchasing them from him may sell them only to mothers of red-headed babies.

CHIEF JUSTICE WHITE emphatically dissented from the majority decision, saying that such a construction of the patent laws would put it in the power of the owner of a patent to control any business. The decision until modified by act of Congress makes it lawful for the owner of any patented article to impose such restrictions as he sees fit upon the sale of his goods by all merchants or users and may prove either a blessing

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or a curse to the druggist. Until changed this latest decision seems to uphold the right of the manufacturer of a patented article to impose any terms of price or sale he pleases, but this decision must not be construed as nullifying previous rulings as to "combinations in restraint of trade," in other words, the provisions of the Sherman anti-trust law.

THE effect of this ruling of the Supreme Court, however, is to make the owner of a patent practically a dictator as to the prices and terms of sale of his goods. An inventor of a device or machine can demand any conditions he pleases for the privilege of use of his invention, which ruling, no doubt, would apply to the terms of sale of medicinal compounds, and if carried into effect would certainly add another burden to the druggists' load. On the other hand, it offers a hope for fair trade conditions and prevention of price cutting. If the patentee of a machine can demand the use of certain materials with it as a condition of sale and enforce these conditions by a license for its use, why cannot a manufacturer of medicinal compounds seek similar protection for terms of sale of his special products?

MEDICAL CHEMISTRY

THE supposition has been, especially among the laity, that the chemical knowledge of the physician is great, greater than that of the pharmacist. In these days of clinical, physiological and biological chemistry a thorough knowledge of chemistry along these lines is actually a necessity for the physician. But this does not seem to be regarded as a requirement by the authorities, judging from a recent examination held by the Board of Medical Examiners of the State of New York. Elsewhere in this issue we print the questions in chemistry asked by the New York State Board of Pharmacy and below are given those of the State Board of Medical Examiners:

UNIVERSITY OF THE STATE OF NEW YORK. MEDICAL EXAMINATION. CHEMISTRY.

Wednesday, January 31, 1912. From 9.15 a. m. to 12.15 p. m. Only.

Answer a total of ten questions on this paper, but no more. Candidates must answer the first six questions.

1. Convert 40° F. into centigrade degrees. State the Fahrenheit equivalent of zero centigrade.

2. Define (a) base, (b) salt, (c) acid. Illustrate, giving names and formulas.

3. Describe SO_2 as to (a) occurrence, (b) physical properties, (c) chemical properties, (d) uses as a disinfectant.

4. What is an alkaloid? What is the source of (a) atropin, (b) cocaine, (c) codein?

5. Describe the process of manufacture of ethyl alcohol by fermentation and express in an equation the final reaction, showing the formation of ethyl alcohol.

6. Describe a test for iodine.

Candidates must answer four of the following, but no more.

7. Write the symbols of ten elements and the formulas of ten compounds, giving the name in each case.

8. State the physical and chemical properties of ammonia.

9. Give the names, formulas and chemical properties of *three* important potassium salts.

10. Where in the human system does lactic acid occur? How is lactic acid made?

11. Define carbohydrates and state their general properties. Where do carbohydrates occur in nature?

12. Describe chlorine as to (a) occurrence, (b) preparation, (c) properties, (d) important compounds, (e) chemical uses.

WE invite a careful comparison and criticism of these two sets of examination papers by our readers. It should be remembered that both pharmacist and physician have a two year course in chemistry in their respective colleges before taking the state board examinations. But it should also be borne in mind that the requirements for entrance in a medical college are at least sixty regents' counts, or in other words, high school graduation, while for entrance in a pharmacy college only fifteen regents' counts, or one year of high school, is required.

THE medical student has, or is supposed to have, a better education than the pharmacy student. However, if we compare the two chemistry examinations, we find that the medical examination is by far the easier; in fact, quite simple and elementary. The chemistry examination for pharmacists, which, together with the answers, are given in our department of Board Questions and Answers, are questions which are a credit to the profession of pharmacy, questions which compare most favorably with those set in the medical examination.

INTERNATIONAL OPIUM CONVENTION

THE final articles of agreement between the principal countries of the world to lessen as much as possible the unlawful traffic in and the abuse of habit forming drugs, such as opium, morphine, cocaine and their derivatives, were signed by the representatives of the several powers at The Hague, Netherlands, on January 23. The convention was called primarily at the instance of China, which is making determined and effective efforts to stamp out the vice of opium smoking by her people. But so widespread has become the abuse of these habit forming drugs that the civilized nations of the world, taking alarm, are now agreed upon the necessity of stringent regulations for both local and international traffic in them.

AMONG the signatory nations to the articles adopted by the convention are the United States, Great Britain, France, Germany, Italy, Japan, Netherlands, Portugal, Russia, China and Siam, the countries most affected by abuse of narcotic drugs and the ones which practically control their production and distribution.

THE countries agreeing to the articles of this convention have pledged their governments to enact suitable laws to carry their provisions into effect as soon as possible. The respective governments agree to endeavor to control the operations and sales of all who manufacture, sell, distribute or export any of the drugs specified and to limit their manufacture and sale to persons and premises which have been given license by law to engage in such business. Furthermore, every person or firm engaged in the manufacture, sale or distribution of opium, morphine, cocaine and their derivatives shall be required by suitable laws to keep a register of all sales, distribution, exportation, etc., which register shall be open to inspection by the proper officials. This requirement, however, does not apply to medicinal prescriptions and sales made by duly authorized pharmacists.

IF the agreements and provisions of the articles adopted by this convention are enacted into law such laws will probably prove onerous and troublesome to honest dealers, but the good they would accomplish would outweigh any added expense or trouble to the drug trade.

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ANDERE ZEITEN, ANDERE LEUTE

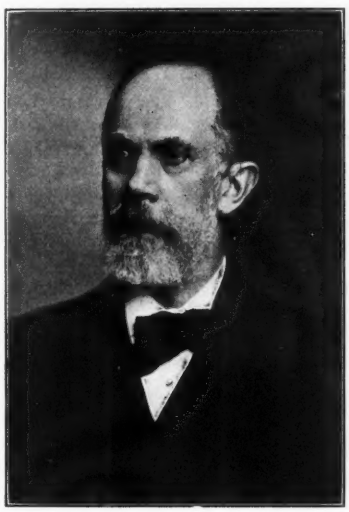
By WILHELM BODEMAN,

Aus Chicago.

Andere Zeiten, andere Leute—ist ein altes Lied—und bleibt doch ewig neu.

WHEN I discovered America and Milwaukee, in '67, I had my first job in Enno Meiers's store, owned by Schorse & Mieding. Mr. Schorse was the man who made first medicated gauzes for Dr. Nichlaas Senn, but at the time I worked for him we had not a bottle of fluidextracts nor a ready made pill in stock. When Ebert came back to drugs, after risking a fortune in glucose, he told me that the drug business was so foreign to him that he felt like an apprentice.

In my native town messages were brought to and fro by an old woman with a back basket, traveling from town to villages. She was slow, although always under heavy steam from a bottle, and sometimes failed to get back to town after an excursion to a ditch along the road, caused by too heavy steam pressure. To show that this everlasting change is "an old, old song and ever new"—as I started out—when Pythagoras discovered his famous theorem, he sacrificed in his joy twenty yokes of oxen on the pyre. Ludwig Boerne, in his Pan's letter, observed that since that time all the oxen raise hell in anticipation of a similar fate whenever a new idea is launched. However, Heine commented on Boerne's satire and held the Boerne suffered from mental astigmatism. But I think Boerne has the best of the argument—judging from the amount of hell raised by aforementioned oxen. When railroads began to carry freight all the teamsters began to howl calamity, because their trade was to suffer. That's why the teamsters' union is strong enough to be able to tie up railroad systems.



WILHELM BODEMANN.

When electricity began to take the place of gas the gas fitters began to howl calamity, and that accounts for the strong gas fitters' union—so strong that they control the retail sale and prices of gas fixture implements. Were gas fitters college bred like us pharmacists they would not have so strong a union. That's why we have been unable to control retail sales of medicines and retail price; indirectly this shows beyond cavil that we are a profesh—and not business men. Business men do things—profesh chase clouds and rainbows. This is the way, Mr. Editor, your editorial impressed me. I would be pleased to hear from others on the subject, and would ask you to call for volunteers. Without reflecting on the honorable profession of editors and writers, I always claimed that by far the most instructive and entertaining stuff comes from the pen of volunteers and amateurs—perhaps because they are fresh from the people and able to feel the pulse of the old, old ever new song of "Tempora——"

It induces meditation and reminiscences in men who have lived long enough to observe the changes.

Considering the fact that the drug business is now rapidly changing (from year to year almost), it is hard to understand why some of the progressive new legislation permits ex-druggists to be on examining boards—men who are out of touch with the changes sitting in judgment of those who shall be competent to act as registered pharmacists. Illinois did make this change backward—also contrary to all A. Ph. A. teaching makes it possible for men to act as pharmacists with just two years' experience. Just think, all these years the A. Ph. A preached four years as the "conditio sine qua non," and this progressive new state knocks all this into a cocked hat!

Do things change? Always have, always will. A few years ago a free born American citizen considered it his indisputable prerogative to spit when and where he wanted to do so—on parlor rugs and car floors. Today "ten dollars and costs" for the exercise of this privilege. Thirty years ago any barber could practice barbarism and call it surgery or pharmacy. Today! "O tempora! O mores!"

That's why I read that paper at the Richmond A. Ph. A. meeting, Don't change the laws, if the change makes the laws *worse!*

When I clerked I got	$50.00
Now a clerk gets per month	100.00
Formerly errand boys got	2.50
Now they get per week	$5.00 and 6.00

Twenty-five years ago, when fewer patrons had 'phones, I delivered messages at 10 cents per, and my errand boy earned most of his salary. I paid him by this branch. Before 1895 my 'phone cost me $150 annually—now nothing—and then some. So it goes. The picture has two sides, a front and a rear view, and affords a different bird's eye view according to the way you focus it. The height of the most ambitious in soda water line a few years ago was charged water with fruit syrup—now, ice cream, milk shake, herring and lobster sandwiches go with it. "O tempora! O mores!"

Years ago every drug store had a night clerk—now, hardly anybody has, and a delightful change it is. Years ago I used to keep open till eleven; now I close at ten, regardless of what others do or don't, and am quite content with the result. In olden times when the highwaymen were broke they held up the merchant's caravan; now we do the same thing in a mort refined way, by a so called protective highway tariff, same thing, only a different style—suaviter in modo, fortiter in re. O tempora! O mores.

Another comparison. In days gone by it was customary to sell liquor by the drink in drug stores; today the bar pharmacist is the exception, and Heaven be thanked "the good old days" are gone. In Chicago the city wanted to slap a heavy license on us—on account of our trespasses; we promised to reform and kept our word—and in so doing T. W. Jamieson, G. P. Engelhard and the writer started the Chicago Retail Druggists' Association. So you see there is no end to the variations between the old and the new—and—draw the average—God be blessed! Give me the present and bury the past.

Pharmacy Schools in New York

According to the report on higher education recently issued by the New York State Education Department, in 1910 there were 215 students in the Brooklyn College of Pharmacy; 313 in Columbia University, College of Pharmacy of the City of New York; 93 in Union University, Albany College of Pharmacy; and 114 in the University of Buffalo, College of Pharmacy; total, 735. In 1909 the four institutions employed 62 instructors and had 646 students, of whom 7 were in graduate courses, 630 in regular course, and 9 special students. In 1910 the four institutions employed 63 instructors and had 735 students, of whom 12 were in graduate courses, 718 in regular course, and 5 were special students. In 1909 pharmacy diplomas or degrees were conferred on 206 persons; in 1910 on 283.

In comparison with 1909, pharmacy schools show for 1910 the same number of institutions, one more officer of instruction and 89 more students. There were 77 more pharmacy degrees or diplomas conferred.

During the year ending July 31, 1910, 356 pharmacists were examined and 297 licensed to practice pharmacy in the state.

Show me a man who is today forging to the front in his business and I will show you a man who is a careful reader of his trade papers.

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AROMATIC SPIRIT OF AMMONIA[1]

A Method for Analysis and a Suggestion for a Change in the Formula

By Linwood A. Brown,

Kentucky Agricultural Experiment Station, Lexington, Ky.

THE attention of the author was called to the unstable nature and variations in the quality of the U. S. P. aromatic spirit of ammonia by frequent analyses of samples taken from drug stores throughout the state in pursuance of his work as analyst of the Kentucky Agricultural Experiment Station, and while in most cases there was no deliberate intention to make this preparation other than by the official formula, there was such a wide variance in the analyses and physical appearance of samples obtained that it was thought worth while to make a special study of this preparation. The author states that so far as he is aware there is no standard method of assaying this galenical and has spent considerable time and study in working out a method that will give results approximating the actual composition of the aromatic spirit of ammonia to be examined. The difficulty of a true assay lies in the fact that the ammonium salt used may be a mixture of carbonate and carbamate of ammonia or a bicarbonate, or any varied mixture of these according to the age of the official ammonium carbonate used, how it has been kept and how far its decomposition has taken place. Theoretically the U. S. P. method of making aromatic spirit of ammonia converts the official carbonate of ammonia, which is a mixture of the bicarbonate and carbamate, into normal carbonate by the addition of an excess of ammonium hydroxide, but while this may be the result with an absolutely U. S. P. carbonate of ammonia it does not always occur with the commercial grade, and when assayed the products vary accordingly. Owing to the fact that the official carbonate of ammonia undergoes rapid changes when exposed to air preparations made from the salt that has not been kept in tightly closed containers will differ from the official preparation and as it is very difficult to obtain, and preserve the official salt, the author recommends the substitution of ammonium bicarbonate for making aromatic spirit of ammonia instead of the present official carbonate of ammonia, as this salt is much more stable and of more definite composition.

LINWOOD A. BROWN.

The following methods of analysis are recommended as having given concordant results with a number of samples:

[1]Abstract of paper read before the Division of Pharmaceutical Chemistry, American Chemical Society, June, 1911 (American Journal of Pharmacy, January, 1912).

Determination of Alcohol

Twenty-five Cc. of the sample, measured at 15.6 C. are diluted with water to measure 100 Cc.; 50 Cc. of this liquid is then transferred to an Ehrlenmayer flash, 25 Cc. of normal sulphuric acid is added to fix the ammonia and the liquid is distilled by means of a condenser until the distillate measures about 50 Cc.; this is then diluted with distilled water to measure exactly 50 Cc., the specific gravity taken and the alcoholic content of the original spirit calculated from this. The small proportion of essential oils will not interfere with this determination.

Determination of Ammonia

The residue remaining in the distilling flask, after distillation of the alcohol, after taking the usual precautions to wash out the condenser, traps, connections, etc., is used for the estimation of the ammonia (NH_3) in the sample. The residue is diluted transferred to an Ehrlenmayer flask and the amount of normal sulphuric acid is estimated with normal potassium hydroxide, using cochineal as the indicator.

Determination of Carbonates

The most accurate method of determining the total carbonates in a sample of aromatic spirit of ammonia according to the author, is by precipitation of the carbonate present with a solution of barium hydroxide. The carbonate may be estimated gravimetrically by collecting, washing and drying the precipitated barium carbonate, or it may be dissolved in a known amount of decinormal hydrochloric acid and then titrating the residual acid with decinormal alkali solution. Each Cc. of decinormal hydrochloric acid consumed by the precipitated barium carbonate corresponds to 0.0039 Gm. of official U. S. P. ammonium carbonate.

It was found impracticable to obtain ammonium carbonate in the average drug store that corresponded exactly with official requirements, and the quality of the aromatic spirit of ammonia made from such materials necessarily varied. The U. S. P. carbonate of ammonia rapidly changes to bicarbonate, experiments made showed that this change was quite rapid in samples exposed to the air. In most of the samples examined there was a deficiency of ammonium hydroxide, due either to deficient strength of the amomnia water used or to its loss through volatilization. One cause for loss of ammonia was traced to the loss by volatilization of the gas during filtration of the finished preparation through an uncovered funnel.

The following formula for aromatic spirit of ammonia is suggested as affording a more stable and definite product than the present formula of the Pharmacopœia:

Aromatic Spirits of Ammonia

Ammonium bicarbonate	42.0 Gm.
Ammonia water (9.98% NH_3)	125.0 Cc.
Oil of lemon	10.0 Cc.
Oil of nutmeg	1.0 Cc.
Oil of lavender flowers	1.0 Cc.
Alcohol	700.0 Cc.
Water, sufficient to make	1000.0 Cc.

Mix the water and the ammonia water in a flask, dissolve in this the ammonium bicarbonate, add the solution to the alcoholic solution of oils, let stand forty-eight hours and filter, keeping the funnel tightly closed to prevent loss of ammonia by volatilization.

THE OWNERSHIP OF THE PRESCRIPTION[1]

By B. G. Ridgway.

A CUSTOMER will ask for a copy or will ask that the prescription be returned to him. Now this is a question that has caused much argument and occupied the attention of many courts, but as far as my store figures in the prescription business I have my own rule and my own version of the ownership of the prescription. I hold that the prescription is a message or communication from the doctor to the druggist and is entrusted to the patient as to a messenger, and when handed to the druggist becomes his private property. I would no more give up a prescription than I would give up a personal letter; nor would I give a copy of it unless requested to by the physician. My reason for this is to protect myself as well as the physician.

I have had come to my notice prescriptions that were copies

[1]From a paper submitted to the Ohio State Pharmaceutical Association at the thirty-third annual meeting at Cedar Point, Ohio, July 11-14, 1911.

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of prescriptions written for another person, and been requested to refill prescriptions on my files by persons for whom the medicine was not prescribed, they having described their ailment to some friend who thought it similar to their own and recommended the prescription that had relieved them. I have had people ask that a recipe be returned to them, saying they did not care to part with it; that a certain physician had given it to Mr. B. and he to Mrs. C., who gave it to him. So the physician's service had reached three patients, and his pay been received from but one. Now this part of it may seem to some of you as being none of our business so long as we are selling the medicine, but is the physician being treated right and can we expect the friendship and support of the physician as long as we wink at and countenance these practices? Many will say the physician does not do right; that he furnishes his patient syringes, water bottles and all sorts of appliances that the patient would patronize the drug store for. Very true; two wrongs never make a right, and good never grew out of retaliation.

If we, as honorable and conscientious druggists, will meet the physician half way, I believe enough of them will send us prescription work and give us their support to occupy our spare time and give us employment and pay that will compensate for the hours we have consumed in study fitting ourselves for one of the most laudable, if not the most laudable, professions man can ever choose, that of being a good pharmacist.

The Manufacture of Wood Turpentine a New Industry

The recovery of turpentine, rosin, rosin oils, wood alcohol, etc., from the hitherto neglected stumps and wastes from the pine forests of the southern states has assumed the proportions of an industry, according to Bulletin No. 114, of the Bureau of Chemistry, Department of Agriculture. This means not only that waste products are being converted into needed and valuable materials, but that land heretofore held as valueless because of its encumbrance with stumps of pine trees can be made to pay for its clearance by utilization of the waste left by the turpentine gatherer and the lumberman.

There are three methods of recovering the turpentine and rosin oils from tree stumps and the waste of saw mills, each of which has its advantages and profits in the byproducts of the operation. By the first method suggested the residual turpentine, rosin, oils, etc., are extracted from the wood in a still by distillation with superheated steam; this method yields a "turpentine" that is equal in most respects to "gum turpentine" (the turpentine distilled from the gummy deposit obtained from the pine tree), rosin, rosin oils, etc.

Another process, which endeavors to utilize the cellulose of the wood, consists of treatment with caustic soda, the separation by distillation of the volatile products and the utilization of the residue for paper making. In this method the pine wood is reduced to small pieces, placed in iron retorts and boiled with a solution of caustic soda. Then superheated steam is let into the retorts and the vapors are condensed and collected, as turpentine, rosin oil, etc., by means of a column condenser, being separated by their difference in specific gravity and boiling point. The best grades of wood turpentine so obtained are further rectified by fractional distillation. The advantage of this process is that the residual wood pulp can be utilized for making paper of ordinary grades with very little expense and the paper so made is very tough and that the turpentine obtained closely resembles "gum" turpentine.

The third method of recovering turpentine, rosin, etc., from pine wood is by destructive distillation, which method, however, is not considered advisable unless the byproducts can be collected in a marketable condition. In the recovery of turpentine from pine wood by destructive distillation there is a considerable production of crude acetic acid, pyroligneous acid, also of crude wood alcohol (methyl alcohol), but the cost and difficulty of purifying these byproducts, unless by special methods, renders this method valuable only for the recovery of the turpentine, rosin and acetic acid, as acetate of lime.

It has been stated that "wood turpentine," so named to distinguish the turpentine obtained by distillation from wood from that obtained by distillation of the gummy exudate of coniferous trees, cannot replace "gum turpentine" in the manufacture of paints, varnish, etc., because of certain inherent defects, such as slow drying, irritating effect of vapor on painters using it, etc. Investigation has shown that while wood turpentine is not equal in utility to gum turpentine for paints, varnishes, etc., still it is a better substitute than petroleum distillates, and that when its manufacture and purification are scientifically conducted it will not only afford a profitable industry, but will also make use of some, at least, of the senseless waste of the pine forests of the South. Of the three methods of recovering turpentine spirits, rosin oil, rosin, etc., from the waste of saw mills and from the vast area of pine stumps through the South, the process involving the treatment of the wood by caustic soda seems to offer the greatest promise. It recovers all of the volatile and useful constituents of the wood, such as turpentine, rosin oil, wood alcohol, etc., and if properly conducted leaves the residue in an ideal condition for the manufacture of paper. It has been found that when the wood of the southern pine has been freed from its resinous constituents that it makes the toughest and strongest kind of paper, just as the same pine makes the best and longest lasting lumber, so if the vast area of pine stumps throughout the southern states can be utilized, here is a fortune for the young man who finds the way to do it.

Plant Functions of Alkaloids

It has long been a puzzle to botanists why certain plants store up various alkaloids and glucosides in their cellular tissues, and the problem is far from being solved, so the suggestions of a French botanist (Ferriere) may prove of interest to investigators. What we call "active principles" are of two classes, alkaloids and glucosides, both of which are usually active poisons to animal life in comparatively small quantities. The alkaloids correspond in a way to the waste products of the animal body, such as urea, creatin, etc., and are deposited in the leaves, which fall off in cold climates yearly and thus rid the plant of its accumulation of waste poisonous matter. Another class of alkaloids may be compared to adrenalin, the secretion of the suprarenal gland, which may be stored up in the root or stem during the quiescent season for use in stimulating growth when the seasonal activity of the plant begins, or which may be useful in controlling flow of sap, growth of woody tissue, etc. Still another class of alkaloids may be a direct protection against animals, as in the seed of nux vomica, and others are possibly secreted by the plant as antitoxins to resist bacterial infection, for many of the alkaloids are strongly germicidal. Glucosides may serve two functions, one as a store of nutriment for future cellular growth, another as a bacteriological protection similar to the antitoxins of the animal. The suppositions are based upon careful study and comparison of plant functions with those of animal life, and furnish a fascinating field for future study and investigation. It is only recently that some of the vital functions of the ductless glands in the human body have been discovered; plant physiology is an almost untouched science and possibly valuable discoveries and additions to science may be accomplished by work along the lines suggested.

A Quickly Soluble Gum Arabic.—The Pharmazeutische Zentralhalle states that there has recently appeared on the German market, under the name of Gummi Arabicum dessicatum, a preparation of gum arabic which possesses considerable advantages as regards solubility over gum arabic of even the best quality. According to this authority the gum is dissolved, filtered, and the solution slowly dried on moving belts. The film thus formed is ground to various degrees of fineness. This product dissolves readily by triturating in a mortar and the solution is perfectly clear.

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The Poison Bottles of Great Britain

How Liquid Poisons Are Sold and Dispensed in Great Britain

(*From our London Correspondent.*)

LONDON, February 7, 1912.

THE question of suitable poison containers is continually cropping up in this country, and during the past few months we have had another wave of interest. This has been due mainly to a new series of regulations issued by the Privy Council dealing with the sale of what are named "poisonous substances."

The differentiation between "poisons" and "poisonous substances" is very curious, especially to the lay mind. A "poison," strictly speaking (and according to Act of Parliament), is confined to such articles as arsenic, aconite, vegetable alkaloids, prussic acid, cantharides, chloroform, oxalic acid, etc., specifically mentioned in Schedules 1 and 2 of the Poisons and Pharmacy Act, 1908. These may only be sold by qualified pharmacists under definite restrictions with regard to entry in a poisons book, labelling, etc. On the other hand, certain "poisonous substances," when used for agricultural or horticultural purposes, may be sold either by registered druggists or by any one who is licensed for such sale by local authorities. Hitherto these "poisonous substances" have included only weed killers, sheep dips and insecticides (composed of nicotine or arsenic), and there are stringent rules regarding the storage, transit and sale of these by others than qualified chemists.

Besides these, however, there were many virulent poisons, such as sulphuric acid, hydrochloric acid, nitric acid and soluble oxalates, largely used in technical industries, that were sold by any one without restriction. The consequence was that the purpose of the Poisons Act—the protection of the public—was defeated to a great extent. These corrosive acids were sold freely in ironmongery and oil stores in all kinds of bottles, and, in most cases, with no indication of the deadly nature of the contents. Suicides and fatal poisonings by misadventure with mineral acids became so frequent that coroners, doctors, chemists and public bodies raised an outcry, and now these acids, as well as liquid ammonia (containing more than 5 percent. by weight of free ammonia), are officially under the category of "poisonous substances."

The regulations with regard to mineral acids came into force in October of last year, and that referring to liquid ammonia on February 1, 1912. They enact that when sold by retail the box, bottle, vessel, wrapper or cover in which the substance is contained must be distinctly labelled with the name of the substance and the words

Poisonous

and

Not to be Taken,

as well as with the name and address of the seller.

The provisions (compulsory on chemists) for the keeping, dispensing and selling of poisons (in schedules 1 and 2) give an alternative of three systems for storage, viz.:

(*a*) In a bottle or vessel tied over, capped, locked, or otherwise secured in a manner different from that in which bottles or vessels containing ordinary articles are secured in the same warehouse, shop, or dispensary; or

(*b*) In a bottle or vessel rendered distinguishable by touch from the bottles or vessels in which ordinary articles are kept in the same warehouse, shop, or dispensary; or

(*c*) In a bottle, vessel, box, or package kept in a room or cupboard set apart for dangerous articles.

They must be kept labelled "poison," of course, and in dispensing and selling all liniments, embrocations, lotions and liquid disinfectants containing poisons must be sent out in bottles "distinguished by touch from ordinary medicine bottles," and, in addition to the proper labelling, a label stating that the contents are not to be taken internally.

The extension of these regulations to the sale of the mineral acids and liquid ammonia has caused a flutter in the hardware and oil and color, or retail paint trades. Pharmacists are used to taking care of the careless public, but the untrained and unqualified vendor of "poisonous substances" is not. He was in the habit of pouring a pint or half a pint of "oil of vitriol" or "spirit of salt" into any kind of bottle he or his customer had handy and trusting to luck for consequences. Beer bottles, sauce bottles, aerated water bottles, whiskey bottles, as well as ordinary medicine bottles, were used promiscuously, and now the new rules are rather resented by the unqualified seller.

Furthermore, the labelling and bottling in suitable containers, does not apply only to the simple substance, for the courts have held that the sale of *a preparation containing a poison* is the sale of a poison. Therefore the sale of an embrocation or a household washing liquor containing the specified amount of free ammonia will doubtless be considered by the authorities the sale of a poisonous substance. Thus the effects are likely to be more far reaching than appears at the first glance.

One of the first consequences of these new provisions has been the demand for bottles, jars, etc., constructed to meet the Privy Council requirements. The glass bottle makers have been by no means behindhand, and various new types and styles of poison bottles are now on the market. These are more or less ingenious in construction, as the illustrations herewith show, the primary endeavor of each maker being to make the container "distinguishable by touch." The unusual "feel" is intended, of course, to guard against accidental poisoning, by warning any one who grasps the bottle, even in the dark, that it contains something poisonous.

The ordinary poison bottle, as used by pharmacists throughout Great Britain and the British colonies and dependencies, is either dark blue or green in color. It is not imperative, apparently, that the "poisonous substance" bottle should be the regulation poison color, so long as it has the "distinguishable" feature. In the illustrations accompanying this article are shown the various types ordinarily in use throughout Great Britain.

Freak shapes are depicted by Fig. A and Fig. I. Both are made in dark blue glass, and the shape (if nothing else) render them "distinguishable by touch" in each case. The first is a registered patent (Stephenson's, No. 6,324), and the other is named the "Warning" poison bottle. It will not stand up; it has no shoulders or crevices, and it can be emptied without difficulty.

The types represented by B, C, D, E and F have been designed specially to meet the new requirements with regard to liquid ammonia and the mineral acids. All, except E, are made in pale green glass; E is in the regulation dark blue and, of course, may be used for dispensing or selling the scheduled poisons as well. Of this set the one which probably complies best with the "distinguishable by touch" essential is shown in Fig. D. Instead of being ribbed like the others, it is "studded," and the knobs stick out so that there can be no mistake when the bottle is grasped. Fig. J is a well known shape and design; it has been on the market for many years under the name of the "Practical" poison bottle. Figs. B and F represent the cheaper kind of ammonia bottle with "burst off" tops and are suitable for businesses in which quantity is of more importance than appearance.

The other designs, G and H, are made in dark blue, light blue, actinic green or pale green, and they may be purchased either flat, oval or hexagonal in shape.

The triangular shape (L) hase been in use for many years in the trade and possesses all the necessary characteristics of a poison container. It is unique in its way.

The foregoing regulations do not apply (so far at least as containers are concerned) to wholesalers or jobbers, selling to retailers. That is to say it is not obligatory on a manufacturing

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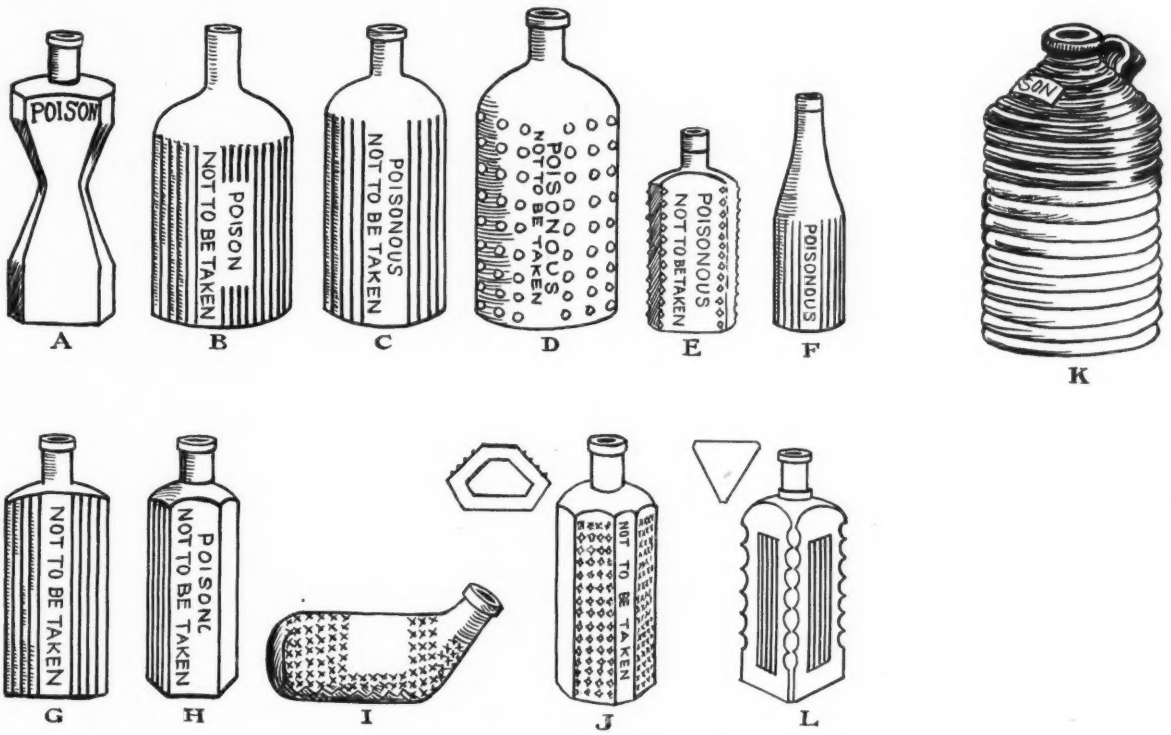
or jobbing house to send out half a gallon of nitric acid in a demijohn distinguishable by touch to a retail customer. Many wholesale houses, however, take the precaution to do this and also to label definitely for their own sakes. When it comes to the retailer selling a wholesale quantity, however, say one gallon or half a gallon, the case is different. If the sale is made direct to the public for use (in a factory, coal mine or engine house, for example), the container must be distinctive.

To meet such cases Doulton & Co., of Lambeth, makers of the world known Doulton ware, have devised a poison jar, represented by K. This jar is in earthenware, but the top portion of the jar is tinted dark blue and the word "Poison" blazoned in, and it will be observed that it is ribbed all over, rendering it even "distinguishable by touch."



TYPES OF POISON BOTTLES POPULAR IN ENGLAND.

The pharmacists and sellers of poisonous substances in this country have thus plenty of choice in shape and style for their poison containers. The general practice is for a pharmacist to fix upon a definite style of bottle and to stick to it. There can be no doubt but that such legislation, although dubbed "grandmotherly" by some, is distinctly in the interests of public health and safety.

Medicinal Leaves and Herbs

The United States Department of Agriculture has issued a bulletin on leaves and herbs used as medicine, this being the fourth bulletin on the subject of medicines of botanical origin. The others dealt with weeds used as medicine, root drugs, and medicinal barks.

Collectors of medicinal plants have made such insistent demands on the department for a guide in their work that a description of thirty-six medicinal plants, including only such as are in most common use, has been prepared by direction of the secretary, fifteen of these being mentioned in the Eighth Decennial Revision of the U. S. Pharmacopœia.

Each plant is listed under the name in most common use, but synonymous common names, and the pharmacopœial name, if any, are also given, that no one should have difficulty in recognizing the plants familiar to him, or in identifying an unknown one, if of the series, from the description given.

Perhaps the best known plants included in this bulletin are peppermint and spearmint, which are not only found in the wild state, but are also cultivated for the distillation of oil, an important American industry. Witch hazel is found in low, damp woods from New Brunswick to Minnesota, and south to Florida and Texas. The soothing properties of this plant were known to the Indians, and it is still employed for the relief of inflammatory conditions.

Wintergreen is described as having stimulant and antiseptic properties, though its chief use seems to be as a flavoring agent.

Horehound, one of the best known domestic remedies for colds, has a wide range, being found from Maine to South Carolina, Texas, and westward to California and Oregon. Jimson weed, a common weed in field and waste places, is found almost everywhere except in the North and West. The dried leaves are frequently smoked or the fumes inhaled, as a remedy for asthma. Catnip, familiarly associated with a tea for babies, is described as a common weed naturalized from Europe. It is noted for its quieting effect on the nervous system.

Boneset is another familiar plant in many households, the leaves and tops of which form an old and popular remedy in the treatment of fever and ague. Pennyroyal, aside from its value as an aromatic stimulant, has an odor which is very repulsive to insects, and is therefore much used for keeping away mosquitoes and other troublesome insects.

Among the other plants, not in such common use, mentioned in this paper are foxglove, gum plant, bugleweed, balmony and skullcap. Tansy, wormwood, fireweed and fleabane are described as furnishing useful oils.

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The Autobiography of a Druggist

BY JAMES A. SYMINGTON, Ph.G.

Mr. Symington tells below how he built up a profitable business in family medicine chest supplies. A list of remedies which served him personally in a household emergency made the source of steady profit. Suggestions for their sale and how the first sale of a medicine chest can be made the basis for continuous patronage.

(*Continued from page 65.*)

MONEY IN MEDICINE CABINETS

A LITTLE incident which happened in my own family gave me an idea which proved very valuable both from a monetary and advertising point of view. One evening, or I should rather say one night, because it was after closing hours, the baby developed a rather alarming croupy cough. I knew that a dose or two of syrup of ipecac would probably afford the child relief, and so I went to the so called medicine closet which a providential builder had put into our bathroom, and commenced a search for the desired article. I found a beautiful array of everything we could possibly need—hair brushes, toilet articles, seidlitz powders, court plaster, old prescriptions, etc., arranged (or rather disarranged) along the shelves, but the one article most needed just then was conspicuous by its absence. I had to temporarily bid farewell to my comfortable slippers and smoking jacket, get dressed again and face the storm raging outside in order to get the desired article from the store. Having the store key, I did not have to wait for the more or less prompt response to the night bell. I could not help thinking how much time, trouble and annoyance I could have spared myself had I foreseen such emergency cases and provided the medicine closet with a complete outfit of emergency remedies. The more I thought about this the more important did this appear to me, and the next day I set to work making out a list of things to be sent home. Here is the list:

Physics: Calomel in 1/10 grain tablets, epsom salts, seidlitz powders, castor oil, glycerin suppositories, infant's, adult size.
Cough Preparations: Syrup of ipecac, Brown mixture.
Stomach Remedies: Essence of peppermint, essence of ginger, paregoric, sun cholera mixture.
General: Glycerin, Hoffman's anodyne, aromatic spirits of ammonia, collodion, chloroform liniment, sodium bicarbonate, borax, tincture of iodine, boracic acid, hydrogen peroxide, six gauze bandages (assorted sizes), court plaster, adhesive plaster, gauze, one bottle of bichloride tablets, two grain quinine pills, one quarter pound package of absorbent cotton, zinc salve, carbolic salve, cold cream and petrolatum.

When it came to packing up these things I was confronted by a new difficulty. We had all kinds of bottles in the store, but they were hardly the kind that I wanted for a regular and orderly arrangement of the medicine chest. Temporarily, I made the best of it by using whatever containers we had on hand, but I put myself immediately into communication with a sundry supply house, and found that we could obtain glass stoppered and glass labelled bottles at a comparatively small cost. I then conceived the idea that to get up a full set of family emergency remedies would probably be a paying proposition. So I ordered from the supply house six sets of bottles, narrow mouth for liquids, wide mouth for salts, some 2 and some 4 ounce sizes, and filled them with their respective contents. Then I scoured around for a suitable cabinet. After comparatively little trouble I secured from a builders' supply house two cabinets, such as are now universally made a permanent fixture in the modern flat. The inside dimensions were as follows: Width, 18 inches; height, 26 inches; depth, 4 inches. There were two shelves besides the bottom shelf. The outside of the door had a beveled mirror, while the inside of it was of plain wood. The cabinets were white enameled, the usual finish for such bathroom luxuries.

Every bottle, box and package was numbered consecutively. On medium heavy paper we printed (with typewriter) at the top, *Directions;* then underneath, commencing with number one down to the last number of the packages, etc., the corresponding number, name and dose, as for instance:

1. CALOMEL: 1/10 gr. in each tablet. Dose: 1 tablet every ten minutes till 10 are taken.
2. EPSOM SALTS: Dose for adult. Tablespoonful in glass of hot water.
3. SEIDLITZ POWDER: Dissolve one blue and one white powder separately in ¼ glass water each, mix, and drink at once, etc.

We arranged in one closet the bottles (glass stoppered and glass labelled), boxes and packages in a nice orderly manner, with due regard both to class of goods and artistic arrangement.

In the other closet we put in a disordered array of all kinds of useful and useless goods, contained in an incongruous medley of bottles and other containers, closely resembling the appearance of the average family medicine and toilet closet. Two signs were made and attached to the respective display. One read:

> EVERYTHING YOU NEED
> WHEN YOU NEED IT.

The other read:

> IT PROBABLY IS HERE
> BUT WHERE IS IT?

Between these two we had a large sign, reading thus:

> WE SELL COMPLETE MEDICINE CHESTS, AND EVERYTHING TO MAKE A MEDICINE CHEST COMPLETE.
> GET OUR NUMERICAL LIST OF HOUSEHOLD EMERGENCY GOODS.
> If anything is wanting in your equipment look at the list, It will tell you what article is missing.

The display, the comparison between the disorderly, haphazard makeshift of the average closet and the neatly arranged ideal outfit, sold the goods right from the start. We disposed only of a few complete outfits, closets and all, because nearly every flat in our vicinity was equipped with a closet, but the number of full sets of bottles we sold was really amazing. The feature which appeared most attractive to our customers was the list of directions (which, of course, have our name and address on the bottom). Many of our customers told us that the list alone, containing doses and some simple directions, was worth the price they paid for the outfit. Before very long we had these lists printed, and our family medicine closet department became one of the features of the store.

The numerical arrangement of the articles was a great help to the housekeeper. In the first place, it enabled any one to keep each article always in its proper place, made it possible to locate the article at a glance, and whenever an article had been used up, particularly such as were not in labelled containers, as for instance, cotton, bandages, etc., it was easy to ascertain just what was missing by checking the numbers present against the number on the list, enabling the customer to replace the article by purchase.

I must not forget to mention that among the articles contained in the ideal medicine chest, and hung up on hooks on either side of the list of directions, were a clinical thermometer and a bath thermometer. The display of these goods materially

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stimulated their sale, even independently of the general equipment. These, too, proved great sellers. Besides the profit on the first sale, we succeeded in building up quite a sale in spices, goods for which we had only a very limited sale previous to this. We kept all our spices ready done up in ¼ lb. packages at prices which competed successfully with the average grocery store, and of a quality which greatly surpassed that of the grocery store variety.

Concerning Credit

On a previous occasion I touched on the matter of giving credit. As then mentioned I insisted on getting references before opening an account with any present or prospective customer. This rule was adhered to strictly. Another infallible rule was to send out our monthly statements promptly on the 1st of each month, unless that date happened to fall on a Sunday, in which case statement were sent out on the 2d of the month. At the top of our statement blanks we had the following printed:

> *We are pleased to accommodate you with a monthly charge account. The amount of statement rendered below is due now. We have to meet our bills promptly. We cannot do so unless you meet yours with us promptly. We will greatly appreciate an early settlement.*

If a customer failed to settle his account by the 15th of the month, without giving some reasonable explanation, we sent another statement, marking it: "Second Statement." By the 20th, not having heard from him, a personal letter was sent, something like this:

> *Dear Sir*—On the first of the month we sent you a statement of your account, as is our custom with all our patrons. Not having heard from you by the fifteenth we assumed that the matter had somehow escaped your attention, and sent you again, as is our custom, a second statement.
>
> To date no response has come from you. It is quite possible that even our second reminder has escaped your attention, and we take this means of reminding you of the little obligation which is still unsatisfied on our books. We are quite confident that nothing but inattention has been the cause of your failure to remit and will greatly appreciate your early attention to this matter.
>
> Very sincerely yours,
> James Symington's Up-to-the-Minute Pharmacy.

If this failed to bring forth the coin of the realm, then by the 25th a second letter, a stronger, a little more urgent, was sent, and in the event of the account not being settled by the 28th, a personal visit either by one of the clerks or myself usually brought forth a settlement. Rarely did we permit a bill to run for more than sixty days. If the customer could not settle in full we gladly permitted weekly payments, at the same time putting the customer on a cash basis for further purchases. I may have lost some trade that way, but I am quite certain that I was not loaded down with uncollectible accounts. And I made it my business to pay my own bills promptly, discounting them; and when my own finances did not permit it I borrowed from the bank, paying 5 percent. or 6 percent. per annum, saving from 12 percent. to 24 percent. in discounts. The difference usually paid for the vacation of my family and myself.

Treatment of Boils

A method for the rapid hastening of the "ripening" of boils (furuncules) has been published in a number of medical journals recently, attributed to Dr. W. Fuchs, of Germany, which consists in the application of a circle of collodion around the inflamed focus, applying the concentric ring several times daily. This method, while sometimes effective, is not as efficient as the method used by one of the dispensaries connected with a large Philadelphia hospital that serves a crowded district with free treatment for poor patients. With these the main reason for seeking treatment is to be put into condition to resume work, as every day lost means loss of income, so the efforts of the dispensary staff are directed towards the speedy cure or relief of ailments that disable the worker. It has been found that the injection of a drop or two of liquefied carbolic acid by means of a hypodermic syringe into the core of an incipient furuncle would in most cases abort it, prevent the infection from extending into the surrounding tissues and cause speedy relief. However, this method of treatment is safe only when administered by a physician, as the injection of carbolic acid into the tissues may cause serious results, even gangrene.

A modification of the collodion treatment of boils has long been used in the United States navy, in which service, especially in the tropics, boils are a common affliction of the men serving on warships. This consists of painting the skin around the focus of inflammation with collodion in which iodine has been dissolved (about one to two grammes of iodine to fifty cubic centimetres of collodion), making a ring of collodion that when dry will exercise a constrictive effect on the tissue, repeating this frequently, the dried collodion film being removed before a fresh application. The iodine penetrates into the pores of the skin, and destroys the germs of infection, preventing their spread to other tissues.

The Constituents of Rhubarb

Tutin and Clewer (Transactions of the Chemical Society, Vol. 9, 1911) summarize their investigations of this drug as follows: An alcoholic extract of the best quality of sun dried "Shensi" rhubarb, when distilled with steam, yielded small amounts of palmitic and chrysophanic acids, together with hexoic acid and some essential oil.

The portion of the extract which was soluble in water yielded cinnamic and gallic acids, rhein, emodin, aloe-emodin, emodin monomethyl ether, chrysophanic acid, and a new anthraquinone derivative, $C_{17}H_{10}O_6$ (melting point 295 to 297 degrees), which it is proposed to designate rheinolic acid. It yielded, furthermore, a crystalline mixture of glucosides of rhein, emodin, aloe-emodin, emodin monomethyl ether and chrysophanic acid; dextrose, laevulose, tannin and an amorphous, nonglucosidic resin, which represents the chief purgative constituent of the drug. This resin, on hydrolysis, gave small amounts of gallic and cinnamic acids, rhein, emodin, aloe-emodin, emodin monomethyl ether and chrysophanic acid, together with a new compound, $C_{14}H_{12}O_3$ (melting point 256 degrees), which is probably a trihydroxydihydroanthracene, and a large amount of resinous material.

The portion of extract undissolved by water yielded a trace of a hydrocarbon (melting point 64 degrees); a phytosterol (verosterol), $C_{27}H_{46}O$; a mixture of fatty acids, consisting of palmitic, stearic, oleic, linolic, and linolenic acids, both free and combined; rhein; rheinolic acid; emodin; aloe-emodin; emodin monomethyl ether; chrysophanic acid; and a trace of a substance which did not fuse at 340 degrees, but which yielded an acetyl derivative melting at 335 degrees. It also gave some amorphous products, and a further quantity of the crystalline mixture of glucosides of the anthraquinone derivatives.

Of the anthraquinone derivatives only aloe-emodin and chrysophanic acid had any purgative action, the mixture of glucosides being quite inert. The chief purgative principle is the above mentioned nonglucosidic resin.

The percentages of the more important products obtained in the course of the present investigation may be indicated as follows, although the figures represent only approximately the amounts of the various substances actually present in rhubarb: Essential oil, 0.005; verosterol, 0.1; mixture of fatty acids, 0.31; cinnamic acid (free), 2.2; rhein, 0.12; rheinolic acid, 0.003; emodin, 0.78; aloe-emodin, 0.16; emodin monomethyl ether, 0.22; chrysophanic acid, 0.49; nonglucosidic resin, 10.4; tannin, 0.52; crystalline mixture of glucosides of the anthraquinone derivatives, 2.0.

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Notes, Queries & Answers

Books on Water Analysis.—W. B., Brooklyn, N. Y., wishes to know the best authority on water analysis, chemical as well as bacteriological, and also where books on these subjects can be purchased. Some years ago the AMERICAN DRUGGIST printed a series of papers by Prof. James O. Jordan, of the Massachusetts College of Pharmacy on water analysis. These have been reprinted in pamphlet form as American Druggist Handy Guide No. 5, Water Analysis, by Prof. James O. Jordan Ph.G., of Boston. The subject is treated quite thoroughly, though briefly, on twenty pages. There are still a few copies left, which can be obtained upon forwarding 10 cents to the American Druggist Publishing Company. Prof. Henry W. Schimpf, in the fifth edition (1909) of his Manual of Volumetric Analysis, devotes a twenty page chapter to the Sanitary Analysis of Water. This book, as well as the following two others, are published by John Wiley & Sons, New York City: Mason's Examination of Water, Chemical and Bacteriological; Prescott's and Winslow's Elements of Water Bacteriology, with special reference to Sanitary Water Analysis.

Another well known book on water analysis is published by P. Blakiston's Son & Co., Philadelphia, namely, Examination of Water for Sanitary and Technical Purposes by Dr. Henry Leffman. Among the numerous German publications on that subject we might point out Dr. H. Klut's Untersuchung des Wassers an Ort und Stelle, and Prof. Dr. C. Mez's Mikroskopische Wasseranalyse. Both of these books are published by Julius Springer, Berlin. Another German book, published by Vandenhoeck & Ruprecht, Goettingen, by Dr. O. Linde and Dr. W. Peters, is Anleitung zur Untersuchung des Wassers.

Metal Polishes.—D. C. M., Wilkesbarre, Pa., asks for formulas for metal polishes, preferably polishes suitable for brass, as well as for silver. It is difficult to compound a polish that will be equally suitable for all metals, as these possess different surface texture, hardness, etc., so we have selected a few of different nature from which our correspondent may be able to choose the one best adapted to his wants:

SILVER POLISHING CREAM.

Precipitated chalk	2 ounces
Ammonia water	2 ounces
Alcohol	3 ounces
Water to make	20 ounces

The chalk must be absolutely free from gritty particles and be thoroughly incorporated with the liquids by trituration. The addition of a small quantity of castile soap, dissolved in the water before adding the chalk to the mixture will materially aid in keeping the chalk in suspension. Of course this must be well shaken before using.

A polish of a different type is this:

BRASS POLISH.

Petrolatum	10 ounces
Liquid petrolatum	1 ounce
Oleic acid	1 ounce
Fuller's earth, sufficient to make a thick paste	

Mix the oleic acid and liquid petrolatum with the petrolatum softened by gentle heat. Sift in the fuller's earth with continous trituration until enough has been added to form a stiff mass, adding a few drops of oil of sassafras or other perfume if desired. As the mass will become harder on cooling too much solid must not be added, otherwise it will be lacking in smoothness and may crumble on keeping.

Another polishing paste of similar type which may be preferred because of its cleanliness and effectiveness may be made as follows:

SAPONACEOUS METAL POLISH.

Cocoanut oil soap (marine soap)	10 parts
Precipitated chalk	2 parts
Fuller's earth	2 parts
Cream of tartar	1 part
Water	sufficient

Incorporate the solid ingredients together and sift to remove any gritty particles. Melt the soap with addition of an equal weight of water by aid of gentle heat, and while the mass is soft work in the solid ingredients by thorough trituration, keeping it warm and adding a little more warm water if it is too stiff for working. When completed the mass may be poured into shallow trays and allowed to harden, after which it can be cut up into cakes of desired size, or the mass may be poured directly into suitable shallow tin boxes.

This polish has the merit of being suitable for all finely polished metal surfaces, such as silverware, polished brass, etc., but it is not so well adapted for polishing coarser articles as the following:

LIQUID METAL POLISH.

Liquid petrolatum	8 ounces
Oleic acid	8 ounces
Butter of antimony	2 drams
Jewelers' rouge	1 ounce
Oil of mirbane	10 drops

Mix the butter of antimony (antimony chloride) with the petrolatum by thorough trituration; mix the jewelers' rouge (iron oxide) with the oleic acid by trituration in a different vessel, add the two mixtures together with constant stirring and finally the oil of mirbane, used as a perfume to overcome the odor of the oleic acid. The final mixing can best be accomplished by transferring the two portions to a bottle of sufficient size and shaking vigorously. This polish will clean any metallic surface that is not too badly marred with rust. It must be shaken up well before use, as the rouge will sink to the bottom of the liquid on standing.

SOLID METAL POLISH.

Oxide of iron	10 parts
Oxalic acid	1 part
Fuller's earth	5 parts
Oleic acid	enough to make a stiff paste

The oxide of iron, oxalic acid and fuller's earth should be powdered as finely as possible and thoroughly mixed together by repeated sifting through a fine sieve. The oleic acid is then added in small quantities, thoroughly working it into the mass until a paste of the desired consistency is obtained. This may be perfumed with oil of sassafras, oil of bitter almonds, etc., if desired.

If the metal surface to be polished is badly tarnished it is always best to remove the coat of oxide before applying the polish itself, but this should not be done with coarse applications like sand soap. Dilute ammonia water is the best application for silver, brass and copper articles, while lead and pewter may be cleansed with dilute acetic acid. Nickel plated ware is best cleansed by the first formula given, as is silverware of all kinds. The so called gold plated articles, such as watches, jewelry, etc., should be polished similarly, but with great care, as the gold plating is often very thin.

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Disguising Odor of Formaldehyde.—W. H. G., Connecticut, asks for suggestions as to a perfume to be added to a solution of formaldehyde used as a spray for disinfection of public places to mask the penetrating odor of the formaldehyde. If formaldehyde is to be used in full strength, that is, as the solution known as formalin, which contains 40 percent. formaldehyde dissolved in water, there is probably nothing that will overcome the irritating effects of the gaseous formaldehyde liberated. The only method by which the fumes can be rendered innocuous is to spray a small amount of strong ammonia water into the air of the room, the ammonia volatilized combines with the gaseous formaldehyde to form a non-irritating substance, hexamethylene tetramine, which being a solid is soon precipitated. This method is used by the health officers of many cities in removing excess of formaldehyde from recently disinfected buildings when there is not time for their thorough airing before necessary occupancy. Formaldehyde is a powerful irritant of the nasal passages, throat and lungs, and exposure to it produces intense inflammation of the eyes, even blindness if prolonged.

However, if the formaldehyde is to be used in dilute solution, or if it is gradually liberated from its solid form, paraformaldehyde, some one of the essential oils may be successfully employed to mask its odor. Oil of sassafras, or its synthetic substitute, safrol, will probably give the most satisfactory results, this possessing a powerful and agreeable odor and being readily volatilized. Oil of thyme, or thymol, is also an effective addition or a mixture of safrol and oil of thyme in equal proportions may be used, this latter being the formula used by the manufacturers of a disinfecting apparatus widely used in hotel toilet rooms, public lavatories, etc. To obtain the best results the mixture of safrol and oil of thyme should be dissolved in a small quantity of alcohol before adding it to the formaldehyde solution

Floor Wax and Polish.—C. F., Connecticut, asks for a formula for a floor wax or polish that can be made in the drug store cheaply and that will give satisfaction to customers. The best general formula we know of for a floor wax or polish that is to be applied by rubbing it into the wood and then securing the desired smooth finish by rubbing with cloths is the following:

FLOOR WAX.

Beeswax, yellow	3 ounces
Turpentine	1 pint

Dissolve the beeswax in the turpentine by gentle heat, best by means of a water bath, as the mixture is very inflammable. Solution of the beeswax may be hastened by first shredding it into small pieces. This mixture will set to a semi solid consistency when cold, so if it is to be sold in cans these should not be filled until the polish has become cold, and it should be thoroughly stirred up to prevent separation of a portion of the turpentine. If used during warm weather this polish is apt to become semi liquid, and the addition of carnauba wax is desirable for overcoming this defect, as by this formula:

HARD FLOOR WAX POLISH.

Beeswax, yellow	2 ounces
Carnauba wax	2 ounces
Turpentine	1 pint

Dissolve the waxes in the turpentine by gentle heat with the aid of a water bath, let stand until cool, stir the semi solid mass thoroughly and transfer to cans or boxes.

If color is desired it may be obtained by incorporating a small proportion of ochre, sienna or umber with the finished mixture, as the addition of such insoluble material to the melted mass is apt to cause its precipitation unless the preparation is stirred constantly until cool.

Another preparation for restoring the appearance of stained or hardwood floors may be made from linseed oil according to the formula given, but this is not suitable for use on a new floor that has not been previously waxed or polished, and unless used carefully is apt to leave the floor sticky and cause dust, etc., to adhere:

FLOOR POLISH.

Linseed oil	4 ounces
Ammonia water	1 ounce
Turpentine	11 ounces

Dissolve the linseed oil in the turpentine, add the ammonia water and shake vigorously. This mixture will separate and therefore should be dispensed with a "shake" label. The ammonia water acts both as a cleanser of the floor and by preventing a greasy appearance.

The secret of securing a hard, glossy finish for floors with any form of polish is the amount of elbow grease used. Merely smearing on the floor polish and rubbing off the excess will not give satisfactory results, the polish must be worked into the wood so as to fill up its pores and crevices, and when this is once done properly it is an easy matter to keep a floor in good condition by weekly rubbings.

The first formula given is one used in many hospitals, it affords a hard, glossy finish that is unaffected by water and which can be cleaned by washing with ordinary soapsuds and then its original appearance restored by polishing with cloths in the usual manner, a little of the floor wax being used for portions where there is the most wear.

Paraffin may also be used to give a polished appearance to a floor, but it is not as lasting in its effects as beeswax and makes the floor more slippery. A paraffin floor polish may be made by dissolving hard paraffin in a mixture of turpentine and linseed oil, thus:

PARAFFIN FLOOR POLISH.

Paraffin, hard	4 ounces
Linseed oil	2 ounces
Turpentine	8 ounces

This will solidify on cooling to a semi-solid mass, which should be applied with a stiff brush, followed by final polishing with soft woolen cloths.

Cleansing Soap Paste.—J. W. G., Buffalo, N. Y., asks for formulas for cleansing soap pastes similar to Colgate's "Mechanics' Paste," this being apparently a very efficient article. While the composition of this particular soap paste is unknown to us it may be stated broadly that most of the articles of this nature depend upon the presence of finely powdered pumice stone or similar detergent material for their efficacy in removing stains and dirt from the skin. A very effective soap paste for removing grease, dirt, oil, stains from machinery, ink, etc., may be made by the following formula:

MACHINISTS' SOAP PASTE.

Pumice stone, powdered	1 part
Liquid petrolatum	1 part
Soft soap	8 parts

The soft soap should be the "sapo mollis" of the Pharmacopœia and should be of the proper consistency. The powdered pumice stone should be triturated with the liquid petrolatum first, then worked into the soap so as to make a smooth paste. An alternative formula for a cleansing soap paste may be made thus:

CLEANSING SOAP PASTE.

Naphtha soap	1 pound
Pumice stone, powdered	2 ounces
Water	sufficient to make a paste

Cut the soap into small pieces, heat with enough water to make a soft mass and while still warm thoroughly incorporate the pumice stone. Any of the commercial naphtha soaps will do. Any desired perfume may be added to the preparation.

While an excess of alkali in a soap paste will quickly remove grease, etc., from the hands its harmful effect will soon be noticed in the roughening and cracking of the skin, consequently to build up a permanent sale for such an article it should depend upon its abrasive properties rather than upon the rapid action of strong alkalies.

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Rolling Massage Cream.—C. D. S., Missouri, requests a formula for a "rolling" massage cream, by which we understand a cream of the casein type, which when applied to the skin by massage rolls up into little cylinders, removing the dirt and secretions with them. The basis for all massage creams of this type is casein, which is best obtained by precipitating skimmed milk with a solution of alum, collecting the precipitated casein, washing it thoroughly and then incorporating it with various other ingredients. Dried casein may be purchased from wholesale druggists, but does not give as satisfactory a preparation as freshly precipitated casein. An excellent formula for such a massage cream is as follows:

ROLLING MASSAGE CREAM.

Casein, freshly precipitated	3 ounces
Boric acid	4 drams
Cacao butter	3 drams
Oil of muguet	10 drops

Mix the boris acid with the casein, add the cacao butter previously softened by warming, and incorporate the materials by trituration into a smooth cream, adding the perfume last. Oil of muguet is the commercial name for synthetic "oil of lilac"; it gives a very fragrant and delicate odor to toilet creams. Positive directions for successfully making a casein massage cream can hardly be given, for much depends upon the casein itself, the amount of water it may contain and the skill of the operator. However, the above formula may be used as a basis for experimentation, modifying it by the substitution of a small amount of lanolin for an equal amount of cacao butter and adding a few drops of a solution of carmine if a flesh tint is desired. If the dried casein of commerce is used this should be softened by warming it with sufficient water, to which a little glycerine may be added. The addition of a small amount of borax also aids in softening dry casein.

Kalola.—W. B. V. wishes to know the address of the manufacturer of Kalola. Any one knowing the address will kindly forward it to the editor.

Primal.—G. F. H. asks where Primal, the "harmless hair dye" referred to in a recent issue of the AMERICAN DRUGGIST, can be obtained. Any of our readers who can furnish the desired information will confer a favor by communicating with the editor.

A New Method for Estimating Reducing Sugars.—The method for estimating reducing sugars proposed by Benedict has been found by trial in various laboratories to give results closely approximating in accuracy those of the most careful gravimetric determinations and it has the added advantage that the end-point reaction is so unmistakable that even the tyro can make accurate estimations. The solution used, now known as "Benedict's solution," is made by the following formula:

BENEDICT'S SOLUTION.

Copper sulphate, crystals	18.0 Gm.
Sodium carbonate, crystals	200.0 Gm.
Sodium citrate	200.0 Gm.
Potassium sulphocyanate	125.0 Gm.
Potassium ferrocyanide, 5 percent. solution	5.0 Cc.
Water, distilled, sufficient to make	1000.0 Cc.

Dissolve the citrate and carbonate of sodium and the potassium sulphocyanate in about 800 Cc. of water; dissolve the copper sulphate, weighed accurately, in about 100 Cc. of water. Pour the copper solution into the solution of alkaline salts with constant stirring, using heat, if necessary, previously, to bring all the solids into solution, then add the solution of potassium ferrocyanide, cool the mixture, and dilute to exactly 1,000 Cc. Twenty-five cubic centimetres of this solution is equivalent to 0.05 grams of dextrose or 0.053 grams of levulose. It is not necessary to weigh accurately any of the ingredients except the copper sulphate.

The method of using this solution is as follows: Measure exactly 25 Cc. of the reagent into a porcelain evaporating dish, add about 15 Gm. of sodium carbonate and a little pure sand to prevent violent ebullition. Heat the mixture to vigorous boiling, and run in the solution to be tested from a burette, rapidly at first, until a heavy white precipitate is produced, then drop by drop until the blue color of the mixture entirely disappears. By allowing the mixture to settle for a few moments before adding fresh quantities of reducing sugar the end point, the disappearance of the blue color, can easily be noted, even by those inexperienced in such analyses.

This method is based on the fact that in this solution the copper present is reduced and precipitated as white cuprous sulpho cyanate in quantitative amounts. The disappearance of the blue color due to copper when the reaction is complete, is easily noted, much more easily than with other copper solutions wherein the copper is precipitated as red cuprous oxide. The excess of sodium carbonate is employed to make the end point, the disappearance of the blue color, sharper and easier of detection. Potassium ferrocyanide is added to prevent precipitation of red cuprous oxide in case of impurities. Chloroform and aldehydes have a powerful reducing action with this solution, and are apt to precipitate red cuprous oxide if present in the sugar solution to be tested, hence they must be removed previously if they have been used for extraction or preservation. The chief requirement is that the solution should be kept boiling vigorously during the entire operation, the final addition of the solution of reducing sugar tested being made drop by drop, with an interval of thirty seconds between each addition.

The Influence of Light upon the Enzymes.—In a recent study of the influence of light upon the various enzymes, Agulhon (Compt. rendus, 153, 979) has shown that the process varies with different classes of ferments. The enzymes may be divided into three groups. To the first group belong sucrase, laccase and tyrosinase. These ferments are affected by visible light rays only in the presence of free oxygen, while the ultraviolet rays affect them slightly less when this gas is absent than when it is present. The process involved in these changes depends upon the formation of hydrogen dioxide. The second group contains catalose and emulsin. These two enzymes are destroyed in vacuum by any light rays, although rather less energetically than in the presence of oxygen. The third enzyme group is represented by lab ferment. This enzyme is resistant to visible rays, but is destroyed by the ultraviolet rays with equal facility, whether or not free oxygen be present. Whether these varying reactions depend upon the actual constitution of the ferments or upon some unknown characteristic of the solvent has not yet been definitely determined.

Activity of Digitalis.—The common view that digitalis leaves of the second year's growth are more potent than those of the first year's growth has been shown by Hale (Bulletin 74, Laboratory Public Health and Marine Hospital Service) to be a fallacy; as a matter of fact, the first year leaves were found by physiological tests to be from 28 to 40 percent. more active. Much of the belief in the greater activity of second year growth leaves is due to former imperfect methods of assay, physiological and chemical, also to a survival of the idea that the older the plant the greater amount of active principles would therefore be stored up in its leaves. Another fallacy that has been disproved by these investigations is that the leaves of native digitalis are more potent than cultivated digitalis, for exactly the opposite is true. This former view is accepted by the official French and German pharmacopœias, among others, but the fact cited that cultivated digitalis as grown and supplied from the famous Allen botanical farms in England is a standard of quality the world over disproves this assertion practically, while laboratory tests of cultivated digitalis give uniformly higher potency than commercial plants. The facts are that the medicinal value of digitalis, its potency, glucosidal contents, etc., depend more largely upon the soil and climate in which the plant is grown

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than upon artificial factors; that is, given a soil and climatic conditions suitable to the fullest development of this plant its fullest medicinal value will be developed in the plant products stored up in its leaves. The bureau of plant industry of the Department of Agriculture is engaged in solving just such problems, and we may yet hope to see plant cultivation advanced to that stage when not only special colors but special products can be definitely produced by scientific fertilization and culture.

Why Solution of Sodium Iodide Causes Heat.—A. B. T., Massachusetts, presents an interesting query. He wishes to know the explanation of the different behavior of potassium iodide and sodium iodide when made into solution with water, the solution of potassium iodide being much colder than the original temperature, while the solution of sodium iodide is warmer. The probable reason for this phenomena is that an anhydrous sodium iodide was used, and the energy developed by the hydration of the salt when added to water would cause considerable rise in temperature, whereas potassium iodide, as supplied commercially, is generally crystalline and contains the necessary amount of water, molecularly combined, for crystallization. The rise in temperature when sodium iodide is dissolved in water is ascribed to the chemical union of the anhydrous salt with water, a salt having the composition of $NaI,2H_2O$ being formed. If this latter be dissolved in water there is practically no temperature change, as was determined by actual experiments, while a marked development of heat was noted when the commercial sodium iodide was dissolved in a small amount of water. The reason why solution of certain salts cause heat or rise of temperature and solution of other salts cause reduction of temperature is an unsolved problem, just as much so as is the reason why some copper salts are blue, others green and still others red. All that we know positively is that addition of water to an anhydrous salt causes heat if this salt is capable of forming crystalline compounds that contain water of crystallization or if the original water of crystallization had been eliminated from the salt by previous heating. There is a theory, which seems to have a sound basis from observation, that the development of heat caused by the addition of water to certain substances is due to their "hydration," that is, the formation of a definite chemical compound, as when sulphuric acid and water are mixed. The official sodium iodide is an anhydrous salt and should contain only a few of the monoclinic prisms of the hydrated salt. It is quite deliquescent and is decomposed by exposure to air with liberation of iodine, so should be kept in tightly corked bottles. In this connection we would refer to a note on lithium bromide in the December issue of the AMERICAN DRUGGIST, page 48, where a similar query was answered at length. The problems involved in what is called "solution" are far from being solved as yet.

Corrosive Sublimate and Flexible Collodion.—W. T. S., New York, asks for information as to the proper manner of compounding the following prescription:

℞ Collodium flex. 3iii
Hydrarg. bichlorid. .....gr. iv
Sig.: For external use as directed.

The best way to prepare this prescription would be to dissolve the required amount of corrosive sublimate (bichloride of mercury) in a small quantity of alcohol by aid of heat, allow the solution to cool and then add it to the collodion. Bichloride of mercury is soluble in about 3 parts of alcohol, so the amount of alcohol necessary for its solution would not appreciably weaken the collodion prescribed. It might also be noted that mercuric chloride—this salt having several names, as may be here observed—is also soluble in ether; according to the British Pharmacopœia 1 part in 4, according to the German Pharmacopœia 1 part in 12 to 14, while the U. S. Pharmacopœia gives no data. The solubility of bichloride of mercury in ether is greatly increased by the addition of camphor, it being stated in the National Dispensatory (1905) that 4 parts of ether and 16 parts of camphor will dissolve 8 parts of this salt, while 4 parts of alcohol and 25 parts of camphor will dissolve 16.5 parts (page 769). This prescription should be prepared in quantities suitable for immediate use, as the prolonged contact of the mercuric chloride with the dissolved pyroxylin causes its precipitation in an insoluble form.

Why is Vinegar of Squills Filtered While Hot?—J. H. S., Maine, asks an explanation of this direction of the Pharmacopœia. The reason for this direction is that the dilute acetic acid used in extracting the active principles of squill also extracts a considerable amount of pectinous matter, which, if not coagulated by heat previous to filtration, would clog up the filter paper and render filtration very slow; this would also cause subsequent precipitation and sometimes gelatinization of the preparation on standing. Another reason for heating the vinegar of squills is to destroy the enzymes, or ferment bodies, present both in the acetic acid used and the drug itself, which would cause fermentation of the vegetable matter extracted, especially if vinegar be used instead of dilute acetic acid prepared from calcium acetate, as is most of the acetic acid of commerce of the present day. Squill, a bulbous product similar to the onion in some respects, contains considerable pectinous, or albuminous, matter, and this is very soluble in dilute acetic acid, but, like other albuminous substances, it is rendered insoluble by heat and therefore can be removed from preparations by coagulation. Care must be taken in heating the vinegar of squills so that the acetic acid is not volatilized; rapid heating is much better than slow. An excellent plan for removing the pectinous matter from vinegar of squills without loss of acetic acid is to put the product in a large bottle, stopper loosely and immerse it in water (in a kettle) and keep at boiling point sufficiently long to coagulate the vegetable albumens. Of course iron or copper vessels should not be used for boiling vinegar of squills on account of the effect of the acetic acid on these metals.

Camphor Suppositories.—Some difficulty has been experienced by A. W. B., Indiana, in compounding a prescription calling for suppositories containing three grains of camphor each, and he asks for comment and information. There are two ways in which such a prescription may be compounded; to incorporate the camphor in fine powder with sufficient cacao butter to make suppositories of the required size, using a few drops of castor oil to make a plastic mass and rolling this out and dividing it into the required number of suppositories and shaping them; or to dissolve the camphor in a suitable quantity of cacao butter by aid of gentle heat, then pouring the melted mass into chilled molds. The last method is preferable, as camphor is an irritant to tender or sensitive mucous surfaces and even though powdered as finely as possible by aid of ether or alcohol there may be small particles of camphor in the suppository mass that would cause pain to the patient. Camphor is dissolved in cacao butter when this is melted and kept at a temperature sufficiently high to keep it liquid (about 100° Fahr.), and its solution may be aided by first reducing it to a fine powder. Such suppositories should contain from 15 to 30 grains each of cacao butter if intended for rectal use. Camphor being allied to the phenol derivatives, causes a lowering of the melting point of oil of theobroma (cacao butter), hence, if the suppositories are made by dissolving the camphor in the cacao butter, it may be necessary to add a small proportion of wax, paraffin, or spermaceti to the mixture to prevent their melting at too low a temperature. The melting point of suppositories, in all cases, should be about that of the human body—98.6° Fahrenheit. The rectal temperature is usually a little higher.

The Chemistry of Calabar Beans has been studied by A. H. Solway (Transactions of the Chemical Society, Vol. 99, 1911), who comes to the following conclusions: The bean contains, in addition to some essential oil, resin and other amorphous substances, the compounds named below: Physostigmine, $C_{15}H_{21}O_2N_3$. This alkaloid was found to be dimorphous, since two intercon-

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vertible modifications were obtained, melting at 86-87 degrees and 105-106 degrees respectively. The amount of alkaloid isolated was equivalent to 0.179 percent. of the Calabar beans employed. Physovenine, $C_{14}H_{18}O_2N_2$, a new alkaloid, melting at 123 degrees. Like physostigmine, it produces a powerful myotic effect on the pupil of the eye. Eseramine, an alkaloid, melting at 245 degrees. Calabarol, $C_{21}H_{26}O_4$, a new dihydric alcohol (melting point 245 degrees), which yields a dibenzoyl derivative, melting at 195 to 196 degrees. Trifolianol, $C_{21}H_{36}O_4$, a dihydric alcohol previously isolated from red clover flowers. Stigmasterol, $C_{26}H_{46}O$, and sitosterol, $C_{27}H_{46}O$. Glycerides of behenic, stearic, palmitic, oleic, and linolic acids, and a sugar yielding d-phenylglucosazone (melting point 205 degrees).

Adonis Vernalis is the subject of a study which Fuckelmann has presented as his inaugural dissertation (Rostock, 1911). He contends that all extracts of this drug, including Merck's old and new adonidin, contain two glucoside like substances, each of which exerts an action upon the heart resembling digitalis. The first of these, which the author calls adonidinic acid is separated by means of bromine water and precipitated with a few drops of mineral acid; the second, which he calls neutral adonidin, remaining in solution. The action upon the heart is the same, but the adonidinic acid has also an hæmolytic action which the neutral adonidin lacks. The two glucosides may be differentiated by their color reactions and their behavior with alcohol and ether.

Synthetic Suprarenin.—A patent has recently been granted in the United States for the synthetic manufacture of crystalline ortho-dioxyphenylethanelmethylamine hydrochloride, the active principle of the variously named substances which represent the active principle of the suprarenal gland. This substance is obtained when the free base in alcoholic solution is treated with the theoretical equivalent of gaseous hydrochloric acid, the resultant product dissolved in absolute alcohol and allowed to crystallize out. It occurs as rhombic prisms, melting at 161 degrees Centigrade, and possesses to a high degree the hæmostatic and other properties of extracts of the suprarenal gland.

A New Test for Pomegranate.—A few milligrams of the extract of pomegranate are dissolved in 5 or 10 Cc. of glycerin (Pharm. Praxis, 1911) on a water bath and diluted with distilled water in a beaker until no yellow hue is discernible by transmitted light. A beaker is then filled about three-quarters full with this mixture and 1 or 2 Cc. of a lead acetate solution (1 to 10) are added, when a canary yellow color appears This mixture appears clear and yellow to transmitted light, but the clarity is only apparent, as when it is filtered the filtrate comes out quite colorless, while a yellow residue remains upon the filter, the filter paper itself being distinctly yellow.

Correspondence.

The Tentative Opium Decision

Editor American Druggist:

SIR,—At the midwinter meeting of the Massachusetts State Pharmaceutical Association the Tentative Opium Decision put forth by the United States Board of Food and Drug Inspection was fully discussed and unanimously opposed in its present form. The opposition was so great that by vote of the executive committee, James F. Finneran, Fred A. Hubbard and C. F. Nixon, of the legislative committee, were instructed to proceed to Washington, to see if anything could be done toward having the ruling modified. This committee went to Washington, where they were courteously received by Dr. Wiley, Dr. Kebler, and finally by Secretary Wilson. We were impressed with the belief that no change would be made unless strong opposition was forthcoming.

It developed that ours was the only state pharmaceutical association that had voiced any opposition, and I am writing this in the hope that other state pharmaceutical associations will either send committees, or by correspondence with the department, or through their congressmen, oppose this ruling as soon as possible. The ruling is in the hands of Secretary Wilson, and only awaits the signatures of the three secretaries to become operative. Communications should, therefore, go directly to Secretary Wilson.

Pharmacists and physicians do not understand the full purport of this ruling. Its provisions apply to "manufacturing chemists, or wholesaler, or retailer, or practitioner of medicine, or dentist, or veterinarian, hospital, sanitarium or any other dealer in or purchaser of drugs." Each of these must make declaration to the department as to all purchases and dispositions, "if sold or given away," of all "opium, morphine, cocaine, coca, their derivatives or preparations," no matter in what quantities.

Section d provides that this declaration is waived so far as the customer is concerned who purchases these drugs upon the written prescription of a physician, dentist or veterinary, but it is not waived in case of the seller.

The sale of these narcotics is allowed "for medicinal purposes only and for treating disease," except "The simple use of any of these products for inducing sleep in infants or for similar purposes is not properly called 'for medicinal purposes' or 'for treating disease.'" This would leave it illegal for a physician to prescribe these drugs "for inducing sleep in infants or similar purposes." What are "similar purposes," and when does an "infant" became a child?

Section g. "In order that the public may be advised of the poisonous nature of any and all of the above drugs (note that the 'above drugs' includes all preparations), each and every package containing same shall bear in conspicuous manner on the label or labels of the package, including any wrapper or cover, the words 'poison' in uncondensed gothic type, and the skull and cross bones, all printed in red on white background or white on a red background."

This would include all physicians' prescriptions, containing small amounts of codeine, etc., as well as proprietaries. Such prescriptions are not "poisons," and would be misbranded if so labelled. Many common household preparations, chiefly cough syrups, have been in common use for years, and the public knows that they are not poisons. If they are to be labelled poison, the public will not be able to distinguish a real poison from these practically harmless preparations. If the word "poison" is to be used in this manner, the meaning of the word will be so cheapened that it will lose its value as a safeguard against real poisons.

As pointed out in the editorial in the February AMERICAN DRUGGIST, it is probable that the courts are not likely to sustain this ruling, but if it is signed by the secretaries it will be operative till the courts do pass upon it, and this may and probably would mean four or five years. Let every druggist and every association enter a protest against the ruling at once. These should be sent both to Hon. James Wilson, Secretary of Agriculture, Washington, D. C., and to the druggist's own representative in congress.

C. F. NIXON, Ph. G.

LEOMINSTER, Mass.

The German Drop

Editor American Druggist:

SIR—Page 43, index page 63, asserts that according to German Pharmacopœia a drop is 1/15 of a grain of water. You had better drop that or you will drop into hot water. First place, German Pharmacopœia has grammes, not grains. Second place, what's the use? Your printing genius has a devil of a printer's devil.

WILHELM BODEMAN.

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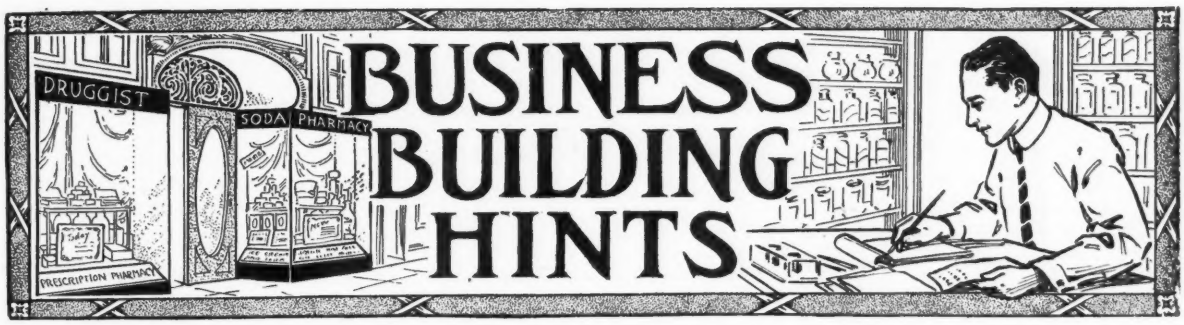

SHOW CARDS AND SHOW CARD WRITING

By F. T. Gordon.

(Continued.)

THERE are two methods by which show cards, price cards, etc., may be made, by use of a brush or with the lettering pen, the latter being somewhat similar to the draughtsman's pen. Either method is capable of giving good results in the hands of practiced operators, but each has its limitations, and it is advisable for the beginner to devote his time to mastering the technique of one method before taking up the other. The lettering, or marking, pen is most suitable for making price cards, small signs, etc., while large signs or signs on which the letters and characters are of considerable size are best made with the brush, especially those signs which one wishes to embellish with some fancy design or ornamentation. The air brush is another instrument used by advanced show card writers, but its successful use requires long practice. The air brush, which is not a brush at all, but a device by which liquid colors are forced out of a fine nozzle by air pressure, is used to produce "raised" letters, that is letters and figures which may be an eighth to a quarter of an inch in thickness and which stand out in bold relief. Very effective decorations can be produced by the air brush, but its use requires long practice, and the best makes are quite expensive.

Concerning Cardboard

Before taking up the subject of letter forming, spacing, etc., a few suggestions as to materials and utensils may not be amiss. First the cardboard used for making window and show cards. Getting cardboard right as to size, color, thickness and surface is the first essential to making an effective sign. White cardboard, four, six or eight ply of a moderately soft surface is the best to use for general work, four ply for small cards, six or eight ply for large cards, depending on their size and how they are to be displayed. Here are three don'ts for show card writers to observe in regard to their cardboard:

Never use thin cardboard for large show cards unless it is framed or supported; nothing detracts more from the appearance of a sign than its sagging down at one side or its inability to support its message by standing upright.

Never use cardboard with a glazed or shiny surface until you are an expert card writer. Glazed surfaced cardboard shows every mistake and slip of the pen or brush.

Never use colored cardboard and colored inks until the art of composition has been mastered; stick to white cardboard and black ink. Some of the greatest masterpieces in art were produced in black and white.

Cardboard for the special purpose of show card making is manufactured by many firms, and it is always best to buy a good quality rather than try to economize on a cheap grade. Cardboard of this kind is usually sold in sheets 22 by 28 inches in size, and these can be obtained cut into the following sizes: Half sheets, 14 by 22 inches; quarter sheets, 11 by 14 inches; eighth sheets, 7 by 11 inches, and sixteenth sheets, 3½ by 5½ inches. These are all excellent sizes for show cards and permit of the cardboard being cut up without waste if full sized sheets are bought, or these sizes may be obtained from dealers already cut much cheaper than if special sizes are ordered. Cardboard comes in standard sizes, just as do chemicals, and it costs proportionately the same to cut cardboard in special sizes as it does to break original packages of chemicals or drugs.

As to Brushes

Next as to the kind of brushes to buy and use. The so called camel's hair brush is wholly unsuitable for really good work in show card lettering; these are made for a different use, such as painting collodion over a cut or wound, for distributing a drying powder over a small area, etc.; they are not made for use by artists. It is always economy to purchase a set of good brushes when undertaking show card making, the best kind being known as "red sable," for if cheap brushes are used the value of the cardboard ruined by poor lettering and ink blots will soon be more than the difference in the original cost of good brushes and cheap ones. Furthermore, good brushes, if taken care of properly, will last for years, and when worn down can be trimmed to shape, which cannot be done with cheap brushes. Brushes are numbered by makers according to size, the most useful for show card lettering being numbers 5, 7, 9 and 12, this selection giving a good variety for the formation of both large and small letters and cards. In selecting a brush for lettering moisten it with water and test the quality of the bristles by trying to draw them to a fine point by rolling them between the thumb and forefinger; if the bristles cannot be formed into a tapering point reject the brush. A good brush can always be formed into a cone shape, tapering down to a fine point. Almost as much bad work in card writing is caused by poor brushes as by carelessness and haste. A slovenly written card is an advertisement, more so than a clean cut to the point card; the latter advertises the owner's goods, the former advertises the owner's carelessness and incompetence.

Kinds of Marking Pens

Marking pens, so called, for writing signs, show cards, etc., are made in many sizes, from one-sixteenth to one-half inch in width of stroke, that is in width of the line made when the pen is drawn across the paper. They are also called shading pens.

They are made on the same principle as the pen used by the draughtsman—two metal arms tapering to a more or less fine point, the distance between the two arms and the consequent flow of ink being controlled by a screw that brings them closer together or permits wider separation. For brevity's sake, the marking pen may be compared to a pair of tweezers, with which all drugists are familiar, and the only difference in their operation is that the points of tweezers are forced together by pressure of the fingers, while the points of a marking pen are brought into contact by means of a screw which opens or closes them, allowing greater or less flow of ink as may be desired. Marking pens are a comparatively new invention, and in the hand of an expert can be made to produce wonderful results, lettering composed of both the heaviest strokes and hair lines of delicacy, scroll work, ornamentation and even for making shaded letters. As a matter of fact the skillful user of a marking pen can produce lettering

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and general ornamentation superior to the brush work of any but an expert, but to do this requires practice, then more practice and some more practice—unless one is a natural artist.

Marking pens should always be carefully cleansed after use, as should also brushes, unless one is prepared to buy a new supply every time a new sign is to be made. As most of the inks used for work with marking pens have an aqueous base thorough washing with warm water and careful drying afterwards will keep them in good condition and serviceable for years. The drying is the most important part, as rust forms very quickly on their edges and spoils them for clean, clear work. Brushes, if used with oil colors, should be cleaned with turpentine before putting them away; if water colors are used the brush should be thoroughly washed with lukewarm water. Unless pens and

A CLEVER EINSON SHOW CARD.

brushes are carefully cleaned after use they soon deteriorate, and good work cannot be done with them, really a more important item than the cost of replacing with new ones. Marking pens should never be filled with the ink used by dipping them into the ink bottle; the ink should be introduced between their blades with a quill toothpick or with the dropper that usually comes with bottles of ink for marking pens.

Marking pens may be obtained from dealers in various sizes, from one-sixteenth of an inch in width of stroke up to those making a line one-half an inch in width. Once the knack of using marking pens is acquired it will enable the user to make quickly clear, clean cut lettering much more rapidly than with the brush, but carelessness in work and lettering will be more conspicuous when the pen is used than with lettering made with the brush.

Ink for Lettering Show Cards

The ink used for lettering or ornamenting show cards is almost as important in the results obtained as is the skill of the worker. A skilled worker may possibly make a decent show card with poor ink, but the amateur never can. Therefore buy inks of standard quality from reliable firms; it is cheaper than spoiling expensive cardboard. The inks for pen work and brush work are generally of different nature, and an ink that will work well with a marking pen is apt to give poor results with the brush. Ordinary writing ink is unsuitable for both pen and brush, as it is too fluid and is likely to make blurred and uneven lettering. The inks used for writing cards with the marking pen are usually made with a soluble coloring base—some aniline or other soluble color—combined with enough gum acacia to give the fluid sufficient body and to make it dry hard and glossy. Starch, made into a paste by heating with water, has been tried, but with unsatisfactory results, nothing so far having been found that equals gum acacia in producing an easy flowing, adherent glossy ink.

Ink for brush work may be of two kinds, made with an oil base, like paint, or made from water color materials. Properly speaking, the materials so used can hardly be called ink, as they are really paints, and must be handled as such. For general show card work, when colors are desired, water colors as used by artists are the best to employ, and it is best to purchase these from an artists' supply house ready made, as the cost is little and the trouble of making them in small quantities is great. There are many good and serviceable show card paints made especially for this use.

Excellent results can be obtained from the use of what is known as distemper colors, dry pigments so prepared that admixture with the proper proportion of water furnishes a paint suitable for use at once. Distemper paints are splendid for color work with indoor signs, but they will not stand exposure to rain, and so cannot be used for outdoor signs except in clear weather. A clear black color is always the most suitable for show card lettering, but it must not be too glossy and shiny, as this makes the lettering invisible when looked at from certain angles. What is known to artists as drop black makes an excellent black paint for use with the brush, as it can be thinned down with turpentine to any desired consistency. It is always cheaper in the end to buy good inks or paints for show card work, as inferior materials never give satisfaction.

In using the marking pen be sure that the ink is of the right consistency and has proper depth of color. It should be about the consistency of a thin syrup and the color used should be in solution. For brush work the paint used should be free flowing and dry quickly. Oil colors are apt to stain the cardboard on the sides of the letters if too much turpentine is added to thin them.

(*To be continued.*)

A Sales Plan That Is a Weekly Feature

Candle burning contests have drawn so wide an appeal, that a candle of varying size is burned each week in the show window of a Michigan drug store.

With every 50 cent purchase a guess coupon is given. The coupons are good any week for a corresponding number of guesses as to how long the candle will burn.

Each coupon has a perforated stub, on which is printed instructions, and the space is reserved for hours, minutes and seconds, in which the holder writes his guess. Coupons procured during the week are good for guesses on the candle that is to burn the following week. Five dollars or a valuable piece of merchandise, such as a safety razor, suit case, traveling bag, etc., is given each week to the person guessing nearest the exact burning time of the candle.

The contest is closed promptly each Saturday afternoon, when the official time is posted on the show window in hours, minutes and seconds. That the weekly event is popular is evidenced by the crowd which blocks the sidewalk an hour before the announcing of the correct time.—Northwestern Druggist.

The Best Published

Enclosed please find check amounting to $1.00 covering subscription to the AMERICAN DRUGGIST AND PHARMACEUTICAL RECORD from January, 1912, to December, 1912. Am always pleased to receive your valuable journal. The Price List Journal is the best of any the like published. I remain.

Yours very truly,
ROBERT SEYDLER.

BOMARTON, Tex.

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Stationery a Paying Side Line

Cost Figures on Salable Stationery—Inks, Papers and Mucilage as Money Makers—Novelties Which Take but Little Room and Yield a Liberal Profit

THOUGH many druggists know from practical experience the highly lucrative character of a side line of stationery supplies, it is doubtful whether proprietors of pharmacies through the country generally appreciate the full possibilities in the way of handsome profits attainable by offering to regular customers attractive lines of inks, pens, mucilage, paste, glue, erasers, pins, fasteners, writing paper, papeteries and blank books.

A stationery department may be opened in any drug store with no additional expense for its operation and with only a small initial outlay for stock and will prove a veritable gold mine if only as much attention is paid to the proper running of it as is now given to the cigar, candy and soda fountain departments. This assertion holds good in the case of pharmacies in small towns and villages, as well as in the case of stores in the big cities. In fact, the chances are all in favor of the country drug store doing a relatively larger business in stationery than the city store, for the simple reason that there are few, if any, retail stationers in small places to compete for this business, while in the leading cities the competition of the stationers is keen and can be successfully combatted only by superior treatment of customers, which consists of offering the best values for the money and keeping open until late at night and on other occasions when stationery stores are closed.

In most instances the night trade of the drug store lays the foundation for a successful business in stationery, for, with the closing of the regular stationery shops, the customer who desires writing paper, ink, pens or any of the other accessories to writing at home is compelled to make an emergency trip to the nearest drug store, where, as has been facetiously remarked, the pharmacist works eight hours a day, twice a day.

Of course, drug stores in the manufacturing, wholesale and retail business sections of large cities, which are virtually dead at night, cannot count upon such emergency calls for stationery as a starter, but even such stores can build up a flourishing and paying department in stationery if they apply the golden rule to this branch of their business. Most of the regular stationers are inclined to ask top notch prices for their goods, in order to obtain profits of 100 percent., and most patrons of these merchants may be easily persuaded to become regular customers of the drug store which gives the most and the best quality possible for the money, while retaining a moderate margin of profit on the transaction. The margin of profit between wholesale and retail prices in stationery supplies is large, and a curtailment of part of the available margin which will work to the advantage of the customer will eventually prove a shrewd move for the druggist-stationer to make.

Now, as to laying in of a desirable and ready selling assortment of stationers' supplies, it is difficult to give the exact quantity of each class of goods which the average druggist can market, for much depends upon the location of the store, the character of its customers and the salesmanship of the druggist. In most instances, however, the following selection will furnish attractive and quick sellers:

Black Inks

As it has been found by long experience that the majority of customers of stationery departments in drug stores desire only small quantities of any article at a time, a supply of two and four ounce bottles of plain black or blue-black ink is to be recommended as the first purchase of stocks. Davids's, Stafford's and Carter's black inks are the most salable in the eastern territory, but there are many other similar inks equally salable in other parts of the country. Good commercial black inks, made by the above named concerns and known as commercial black inks, are obtainable at any wholesale stationers at the rate of $3.75 per gross for the two ounce bottles, which retail easily at five cents apiece. The sale of these bottles shows a net profit of $3.45 on each gross. At the wholesale price of $1.90 a half gross they show a net profit of $1.70 on each such half gross. Four ounce bottles of black ink are obtainable from any wholesale stationery house, and from most jobbing druggists, at $7.50 a gross, and as these bottles retail readily at ten cents each, a net profit of $6.90 is available.

Fountain Pen Inks

A line of fountain pen and stylographic inks and fillers is also to be recommended. Such a line is obtainable in Davids's, Stafford's or Waterman's goods. Waterman's two ounce bottles of fountain pen ink, in handsome wooden cases with fillers, are obtainable from the wholesaler for $1.80 a dozen, and are easily retailed at 25 cents each, showing a profit of $1.20 on each dozen. Four ounce "desk fillers," consisting of four ounce bottles of fountain pen ink with fillers, are also offered by the wholesaler at $1.80 a dozen, and should bring 25 cents each. They, therefore, afford the same profit as the smaller but fancier bottles. While selling fountain pen ink, a line of fountain pens should also be added. It is possible in many cases to obtain an agency for the sale of Waterman's fountain pens directly from the manufacturers, but, even when bought of the wholesaler to be sold at retail, these pens offer a handsome profit. Large profits are also offered by the sale of large bottles of Stafford's and Waterman's fountain pen ink in plain bottles, which are obtainable at wholesale at 70 cents and 90 cents a dozen in gross lots, respectively, and which may be retailed at 10 cents and 15 cents a bottle.

Indelible Inks

In indelible inks for marking purposes, Davids's, Payson's, Sanford's, Stafford's and Carter's preparations are all desirable. Payson's indelible ink, in small bottles, is obtainable at wholesale at $1.90 a dozen, and may be retailed at 25 cents a bottle, showing a profit of $1.10 on each dozen, while the other makes are offered at wholesale at $1.80 a dozen and show a profit of $1.20 a gross.

Mucilage, Paste and Glues

A modest line of mucilage is also very profitable. Major's, Davids's, Stafford's, Carter's and Higgins's goods being all desirable. Mucilage is procurable at wholesale for $3.75 a gross in two ounce bottles, which sell for 5 cents each, showing a profit of $3.45 up to $4.25 a gross. A good supply of paste also may be obtained in small glass jars at $1.90 a dozen, and may be retailed at 25 cents for each jar, showing a profit of $1.10 on each dozen. One, for example, is offered in four ounce jars at $1.90 a dozen, and can be retailed at 25 cents a jar, while the same paste in eight ounce jars is offered at $2.75 a dozen, and may be retailed at 35 cents a jar, with a net profit of $1.35 a dozen. In one and a half ounce tubes this paste is offered at 40 cents a dozen, and may be retailed at 5 cents a tube, while in three ounce tubes it is obtainable at 75 cents a dozen and will command 10 cents a tube. A desirable and salable line of glue includes small bottles of Major's cement at 80 cents a dozen, which retail at 10 cents a bottle.

Ink Eradicators

Ink eradicators are also ready sellers. In pencil form, like Bloede's ink extracting pencils, they are procurable at $1.75 a dozen, and may be retailed at 20 to 25 cents each. Eraso ink

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erasers, also made like pencils, are obtainable for 75 cents a dozen, and are certain to retail at 10 cents each. The so called H. A. eradicator is sold wholesale for $1.20 a dozen, and should command at least 20 cents each. Davids's, H. H. Collin's and Carter's ink eradicators may also be obtained at about $1.75 a dozen, and may be sold for 25 cents each.

Stationery Pins and Fasteners

A line of pins for pinning paper should also be kept by the enterprising druggist-stationer. Pyramid toilet pins, Nos. 3, 4 and 5, are offered by wholesalers at 64 cents, 63 cents and 56 cents a dozen pyramids, each of which will sell for 10 cents. In fasteners there are many desirable lines. Bainbridge's fasteners, Nos. 2 and 3, a half inch and three-quarters of an inch long, each, are obtainable at 50 and 60 cents per 1,000 respectively, and will retail easily at $1 a thousand. Gem or Ideal paper clips are offered at wholesale at 40 cents per 1,000, and will command 65 to 75 cents per 1,000 at retail.

Card Scoring Punches and Letter Scales

The demand for ticket punches for use at card parties is growing so greatly that no druggist-stationer should be without a stock of them. These punches cost $1.60 a dozen at wholesale when devoid of reservoirs for catching and retaining the clippings, and at $1.75 at wholesale when possessing such reservoirs. They will retail easily at 20 and 25 cents each. Postal scales for weighing letters and other articles of mail up to one pound are obtainable at 67 cents each, and will command $1 each. They are made in bright nickel, oxidized nickel and gun metal finishes.

Pencil Sharpeners

Pencil sharpeners are also quick sellers, and should therefore be included in stock. Small pencil sharpeners are offered at wholesale at 75 cents a dozen, and will sell at retail for 10 cents each. Larger and more expensive sharpeners cost $1.75 a dozen, and may be sold at retail for 25 cents each. Steel erasers are procurable at $2 a dozen, and will easily bring 25 cents each at retail, and plain letter openers cost $1.50 a dozen, and may be sold at retail at 20 cents each.

Sundries in the Stationery Line

Leather bag tags are excellent profit makers, being obtainable at wholesale at 40 to 50 cents a dozen, and retailing at 10 cents each. Eye shades also constitute good money getters, their wholesale cost being $1.25 to $1.75 a dozen and their retail price being 15 cents to 25 cents each. Nail clippers are obtainable at $1.25 and $1.80 a dozen, and can be sold at 15 cents and 25 cents each.

A desirable line of camel's hair brushes is offered at 60 cents for two dozen, and are quick sellers at 5 cents each. An attractive assortment in a box with a glass cover is offered at $1, and will yield a profit of $2. Cut blotting paper costs 30 cents a gross of sheets at wholesale, and is easily retailed at 60 to 75 cents a gross.

Writing Paper

Writing paper generally affords a profit of about 100 per cent. It is usually sold by the quire. Legal and foolscap paper is offered at wholesale at $1.92 a ream, and $3 may readily be obtained for it at retail.

Letter files are also speedy sellers. In sizes, five inches high, they may be purchased at wholesale for 35 to 40 cents a dozen, and may be sold at retail at 5 cents each.

"Scratch" pads, three by five inches, are purchasable at wholesale for 11 to 12 cents a dozen, and may be sold for 3 cents each. In sizes of five by eight inches, these pads may be obtained for 35 cents a dozen, and will retail at 7 to 8 cents apiece.

Twine and Binding

Sea Island twine is also in constant demand. A box of eight balls of this twine costs 33 cents, and may be retailed for 8 to 10 cents a ball. Passepartout binding is offered at wholesale at 75 cents a dozen rolls, and may be retailed at 10 cents a roll. Hall's Styk-Um-Phast rolls are procurable at wholesale at 75 cents a dozen, and should bring 10 cents a roll at retail. Dennison's baggage tags, which are in steady demand, are offered at wholesale in boxes containing a dozen packages of two gross of these tags. Twenty-four such boxes are offered at wholesale for $1.40, and the packages may be sold at retail for 10 cents each. Dennison's gummed labels, which are in equal demand, are offered at 37 cents a dozen boxes containing all sizes. They are easily salable at retail for 5 cents a box.

Circular ink erasers, which may be bought at wholesale for $3.85 a gross, will command 5 cents apiece, and adjustable book covers, which cost at wholesale $1 per 100 for the small sizes and $1.60 per 100 for the large sizes, will also yield a good profit when sold at retail.

Novelties

Thumb tacks are always salable. "Solidhead" assortments are purchasable at wholesale at $2 a box containing three gross of the tacks; while Moore push pins are offered at wholesale at $1 per gross. The retail price must be figured out by each druggist so as to afford him the margin of profit which he thinks he is entitled to. He can be sure of a good profit in any case. An assortment of blank books and memorandum books is ever a ready seller, as are also loose leaf books and indexes.

Pens and Penholders

Rulers with brass edges are available for 50 cents a dozen. Pen and pencil holders are offered at wholesale at $2.25 per gross and up. Dixon's cabinet holders, which cost $2.40 a gross and may be retailed for 5 cents each. Estabrook's steel pens cost 51 cents a gross, and retail for about 75 cents a gross. Serviceable and handsome penholders are procurable at wholesale at $3.85 a gross, and are salable at retail for 33 cents a dozen or at 5 cents apiece.

Playing Cards

To complete the druggist's stationery stock, a good line of playing cards should be included. "Congress" regular decks and pinochle packs cost only $3.60 a dozen, and should command from 40 to 50 cents per pack. They, therefore, bring in a gross profit of $1.20 to $2.40 per dozen. The American Bank Note Company have recently put out a beautiful line at a very low cost.

Toothpicks and Toilet Paper

A leading line for druggists to carry, which can be displayed attractively, and on which profits of from 50 to 100 per-cent. can be realized, is a line of stationery, such as toothpicks, toilet paper and fixtures, paper towels and fixtures, ink, mucilage, paste, glue, pens, penholders, blotting paper, writing paper, envelopes, box paper, twine, sealing wax, julep straws, etc. This line can easily be disposed of, and largely increased as business warrants, and results are obtained in but a very short time. The Tower Manufacturing and Novelty Company, wholesale stationers, 306-308 Broadway, New York City, N. Y., who advertise in this issue, carry over 50,000 different items in stationery to select from. They have traveling salesmen all over the United States, and an efficient mail order department, and will be pleased to furnish any information druggists may desire in regard to stationery.

Advertising the stationery department with window displays of ink bottles, note paper, pens, mucilage, glue and paste, stacked in pyramids, and with card displays, both in the window and in a conspicuous part of the store, is especially recommended, as it never fails to attract prospective customers and to induce old patrons to buy more liberally.

Fountain Pens

Last, but not least, as profit makers are fountain pens, used universally today. These can be bought to sell at retail from $1 to $10 and yield a good margin of profit. As there are so many styles and makes the druggist should consider the probable taste of his customers in ordering a stock.

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MISSING

The Typewriter in the Retail Drug Store

MRS. NORTON'S Pharmacy, in Birmingham, Ala., finds the use of the typewriter pays in more ways than one. All the prescription labels are typewritten, and the proprietress keeps in touch with the physicians of the town through typewritten letters regarding new things in medicine and pharmacy.

THAT the typewriter, like the telephone and telegraph, has been one of the great factors in the development of modern business, is so well known that to question the potentiality of this wonderful time saving device is to confess one's self unfamiliar with the business history of the past four decades. Fighting valiantly and overcoming inch by inch the prejudice of long established custom, this machine made its way first only into offices where the volume of writing was so great that it soon made itself indispensable; then, little by little, its field broadened and its efficiency became so manifest that today the prediction is freely made that it will be used in every schoolroom in the United States, and that its use in the home will become as common as the use of musical instruments.

Adopted first as a means of handling correspondence, the typewriter merely expedited the handling of what had been tedious and irksome work. Just when the discovery was made is not known, but it is likely that in some dull period of his business some one conceived the idea of writing letters to a selected list of prospective customers, calling their attention to himself and his business and soliciting their patronage. That the results obtained justified the expenditure of time and postage we may feel certain, because today one of the greatest factors in the solicitation of business is the typewritten or imitation typewritten letter, and there are many firms of considerable magnitude whose success may be attributed entirely to this form of advertising.

PRESCRIPTION DEPARTMENT OF NORTON'S PHARMACY,
Showing typewriter which is in constant use.

The retail drug store presented a fertile field for the use of the writing machine, but its many advantages have been realized by only a few. There is hardly a druggist in the United States who has not been called upon at some time to refill a prescription which has not seen the light of day for years, the only clue to its identity being the almost illegible name of the physician who prescribed it, and a number entirely undecipherable because the liquid or ointment, as the case might be, had so stained and discolored the label that the writing resembled a cuneiform inscription. It was quite natural, therefore, that the retail druggist sought some means for writing labels which would give greater permanency, with a better general appearance.

It is not known who was the druggist who first adopted the typewriter in his business, but the purpose of this article is to enumerate some of the uses to which the machine may be applied in the retail drug store, not merely in abstract theory, but in the practical workings of the business.

Perhaps nowhere in the United States are the manifold uses of the writing machine brought more fully into play than in the drug store of E. B. Norton, Birmingham, Ala. Besides being one of the largest and finest places of its kind in Birmingham, Norton's drug store has the unique distinction of being one of the two or three drug stores in the country that is owned and operated exclusively by a woman. There are other things in connection with the business which are exceptional; in the twenty-one years since its establishment by the late Dr. E. B. Norton it has not been moved from its present location, Second avenue and Twentieth street, nor has there been any change in the management, except when Mrs. E. B. Norton took it up where her husband left off.

In the upbuilding of this successful business the typewriter has taken a prominent part, beginning in a small way with the writing of labels, and gradually establishing itself by its adaptability to a variety of uses.

In writing labels a Remington typewriter, Model 10, is used, the machine having a special attachment for holding the labels in position and being equipped with a black record ribbon, the ink of which is impervious to moisture or to the action of any of the drugs usually dispensed in retail drug stores. In addition to furnishing a permanent label, the typewritten label is neater and more businesslike.

The use of the machine is not confined to the prescription department, however. It is used in the office for handling correspondence, both general and in the mail order department, and for writing orders to be sent to the wholesale drug houses, much of this work being tabulated, to which may be added the addressing of envelopes for mailing circulars and statements to customers.

The value of keeping in touch with the physicians of the city is well known, and right here is where the machine plays a prominent part. From time to time as new preparations make their appearance on the market, a mailing list composed of the names of prominent physicians is used, and letters are written them telling of the merits of these goods; not the usual stereotyped form letter, which is glanced at and tossed aside, but an individual typewritten letter with a specific appeal that cannot be put in the form letter. To this may be added that from time to time letters are written to the more important customers, calling their attention to specialties in which they are interested, which, in addition to securing their good will by the interest shown, adds handsomely to the volume, and consequently to the profit, of the business.

How Trade Paper Advertising Helps the Sales Force

A great many advertisers judge the value of an advertising medium by the number of replies it pulls, says Roy W. Johnson in Printers' Ink. They figure the cost per inquiry, and decide that the medium which pulls them at least cost is the best medium. On this basis the trade paper loses out almost invaria-

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bly—hence the quite natural assumption that trade paper advertising does not pay.

Yet there are advertisers in the trade papers whose direct inquiries do not average one per issue; whose cost per inquiry would scare a mail order advertiser into certainty of bankruptcy; who nevertheless stay in the trade papers year after year, and who know that it pays them.

Mr. Johnson knows of a small concern which went into small space in trade papers some years ago, largely as a rather dubious experiment. After three months the total direct returns consisted of one lone request for a price list, and the concern was

Remington
E.B. NORTON,
Sectional view of typewriter, showing label attachment, and label in position. Label is held in place by a metal plate, which, being detachable, does not interfere with use of machine for other purposes.

MRS. NORTON'S TYPEWRITING MACHINE.
Mrs. Norton uses this special Remington No. 10 typewriting machine fitted for writing prescription labels.

about to give up the advertising as a bad investment. But just then the one salesman returned from a trip and was heard from.

He reported that the advertising "got him into" places he never could approach on former trips; that buyers regarded his card with recognition in their eyes, and that the advertising gave him a standing right at the start so that he didn't have to waste a lot of time explaining what his concern really manufactured. The cost per inquiry was altogether prohibitive, yet the advertising paid, for the salesman was able to point to half a dozen orders from concerns whose buyers had never before consented to receive him.

Right there is one of the most important functions of the trade paper ad; it is a mighty useful aid to the sales force. Not only does it help get the salesman past the barriers of the outer office, but it performs a lot of work which otherwise he would have to do himself.

THE PRINTING PRESS

By Robert H. Davis.

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad of people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

Tracing Inquiries

By G. H. Benkhardt,

Advertising Manager, Smith, Kline & French Eskay's Food, Philadelphia.

My experience is that no matter how strongly you urge the reader to specify where an advertisement was seen, there is always a very large percentage which does not make such mention, when writing the dealer or manufacturer.

A few years ago when keying our Eskay's Food copy, we used the familiar expression, "Please mention the ——— when making reply." This took up an additional line in our copy, and that additional line, when figured at the rates charged for advertising, amounted to quite a sum in the course of a year. After omitting this line from our keyed advertising, I found that the percentage of those mentioning the name of the publication remained just about the same as before. I found, also, that the percentage of errors also remained about the same. By errors, I mean that there is always a certain percentage of answers to advertisements received from people who say that they have seen the insertion in some particular magazine, when in point of fact that mazagine was never on the advertiser's list. This is no doubt due to similarity in appearance and duplication of circulation. It seems to me that it makes very little difference whether or not you ask readers to specify that they saw the advertisement in any particular magazine.

I should not care to pass judgment as to the direct results accruing to any particular publication, however, because the mere

MRS. NORTON'S PHARMACY, BIRMINGHAM, ALA.
Mrs. Norton was one of the first pharmacists in the South to appreciate the value of the typewriting machine in the drug store.

publication of these lines above and below the advertisement and the article on advertising, are not sufficient to lead manufacturers or dealers to purchase space in the advertising section. Successful and permanent patronage must be secured on the basis of quality of circulation. After having established the quality of circulation in a particular magazine, then quantity and quality of circulation will regulate the price which the advertiser is willing to pay for appearance in that publication.—Printers' Ink.

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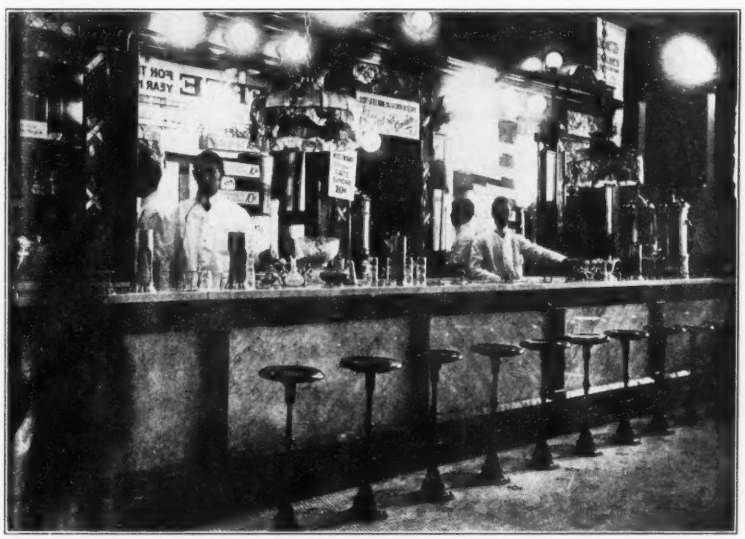
Building Up a Soda Water Business

How the Soda Business of Five Stores Has Been Increased 25 Percent. in Two Months—Keep Everlastingly at It—Use the Best Materials—Get the Best Help—Keep Stocked Up—Never Be "Just Out"

BUFFALO, March 10.—The soda fountains in the five drug stores of the Cahoon-Lyon Drug Company in this city were about two months ago placed in charge of Manager O. B. Worrell, a young man who knows not only how to mix drugs but also how to build up a soda fountain business. He has already been able to build up the receipts at these fountains about 25 percent. and he hopes to do still better.

Mr. Worrell has been with the company several years and while he has not been long connected with the soda fountain branch of the business he is giving it his entire attention and putting into practice some theories which he believes will produce and retain soda trade. "Keep up the stock and give good service" are the rules for success, in the opinion of Mr. Worrell. He is now beginning to see that the rules are well adapted to holding the patronage of a trade, which, from the location of the stores, is more or less transient. It is not very hard to hold trade in a residence district, where the stores are a block or two apart and prominently located on a corner, but on Main street it is a different story.

"I believe in getting the best help I can find," said Mr. Worrell. "It is a mistake to get cheap and inattentive help and that is the trouble with many druggists. Then, too, they do not have help enough sometimes. People will not patronize a soda fountain where they cannot be waited on promptly. Nor will they buy where they cannot get what they want. It is necessary to have a good list of drinks and not disappoint patrons who call for something which you haven't got. It is a very bad policy to let the stock run down, and it is quite apt to do so unless the right sort of attention is given to the fountain all the time.



BECKER ICELESS FOUNTAIN OF THE CAHOON-LYON DRUG CO.
This twenty-eight foot fountain is in the Main street store of the Cahoon-Lyon Drug Co., Buffalo.

"We have been very successful with various novelties in the line of drinks, and we try to stimulate business by being as early as possible in the field with something that will be popular. For instance, we opened up strawberries and cream this year and sold sundaes at the regular price when strawberries were selling at 80 cents a quart. This sort of sundae has been very popular. Now that strawberries have dropped to 40 cents a quart there is a little better chance to make money.

"We have also had good success with our Friday specials and every week on that day we run from 300 to 350 at this fountain alone (319 Main street). We find our black-and-white sundae is our best seller. It is made of chocolate and vanilla cream and fresh strawberries. Rexall special sundae is also popular. It is made of raspberry fruit and ice cream with red and green cherries. In ice cream soda and sundaes our most popular flavor is chocolate. We make our own ice cream and we have one of the best men in the business to produce it. We sell the very best of ice cream.

"An important feature of our soda fountain trade is the lunch we serve to a large number of patrons daily. Our sandwiches are kept in sealed wax bags and so are always fresh. We serve a good many drinks with the lunches, including hot bouillon, hot chocolate and malted milk. An egg and malted milk is a popular combination.

The soda fountain is one of the largest in the city and is a Becker Iceless. It has a frontage of twenty-eight feet and has been in service for two years. It has a clear counter of marble,

An English View of American Window Displays

"American pharmacists have not yet apparently awakened to the value of the more or less expensive airtight casement window fittings which are in general use by druggists in Great Britain," said an English visitor in the AMERICAN DRUGGIST some years ago. "The English pharmacist has realized from experience that the use of the glass enclosed casement window enables him to show and expose goods without risk and to the best advantage, and to secure what he considers the best asset a dealer can hold—namely, a show window that reflects the care and smartness of its owner, and one which will compel the prospective customer's attention and his trade. Whether the American druggist holds his window in the same esteem I cannot say, but the difference in method is marked; for where neatness, cleanliness and beauty might reign disorder and spasmodic effort only appear. I say this with no prejudice, as the character of the business transacted here may not conduce to special activity in this direction. Owing to the keen competition in the old country, the chemist there looks to his window as being the most economical and important means of advertising."

The first of a series of reunion smokers to be given by the pharmacy college graduates of Providence, R. I., was held on January 31 in the assembly rooms of the Rhode Island College of Pharmacy and Allied Sciences. It is a part of the plan of the alumni association to reduce the annual dues to a minimum and to have the meetings open to all members graduates of the college.

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Quality of First Importance in Soda Supplies

A Quaker City Druggist Who Keeps in Touch with His Trade by Taking His Turn at the Soda Fountain—Special Features for Holidays

PHILADELPHIA, March 10.—With William A. Carpenter, one of Philadelphia's representative druggists, the question of meeting the demands made upon his soda fountain has become so serious that just now he has about completed plans for the enlargement of his store, principally to take care of the patrons of this department of his business, for Mr. Carpenter is not only an exceptional example of the optimistic druggist, but he is a firm believer in the policy of casting bread upon the waters—of building for the future.

WILLIAM A. CARPENTER.

It has only been a few months since Mr. Carpenter installed a new fountain in his store, at Twentieth and Parrish streets, utilizing every inch of available space for additional counter room and more modern facilities. The result exceeded all his anticipations, and now there is a promise of comfortable tables and chairs for the overflow trade from the fountain, included in the specifications for the proposed alterations.

A close student of the soda department, Mr. Carpenter has built up a trade which is the envy of competitors in the residential section in which his store is located, and a matter of comment among his fellow pharmacists generally. His trade building ideas are numerous and they include the adoption of many original wrinkles in the way of catchy signs, new names and combinations in the way of drinks and sundaes that are particularly applicable for holidays.

For instance, a few days before Memorial Day attractive signs about the store and in the windows announce that the latest thing at the fountain is the "Memorial Day Sundae." This consists of ice cream, some crushed fruit, topped with a cherry or two and whipped cream, while from the pinnacle of this delightful combination waves a diminutive American flag of silk. Last year a gross of these flags only supplied about half the demand that followed the announcement, but it was a money maker and an excellent advertising idea.

St. Patrick's Day is commemorated at the fountain in about the same way, only the flag is of emerald hue. Independence Day offers the same opportunities, as does Washington's Birthday and many of the other of the nation's holidays. The idea in Mr. Carpenter's mind on these occasions is to advertise the fountain as well as to have something new and timely. In this work he is ably assisted by one of his clerks, Samuel Biren, who has made an enviable reputation in the neighborhood for his clever decorative schemes and attractive soda fountain signs.

Mr. Carpenter regularly takes his turn behind the soda counter and is therefore thoroughly conversant with his trade in that department. The giving out of crackers, slightly salt, he believes to be conducive to thorough enjoyment of any drink and a trade winning idea that has prompted him to select a high grade cracker.

"Such crackers go particularly well with milk and egg drinks," he said a day or two ago, "and I believe that this has prompted the heavy demand for drinks of that kind we are now enjoying."

Asked what were his best selling drinks at this, the opening of the spring season, Mr. Carpenter unhesitatingly declared in favor of the egg and milk drinks. He said that interest in milk shakes had been revived since he had installed an electric shaker and that the malted milk customers, too, were on the increase. That he is working along the right lines was indicated by his receipts for last February, which were the largest of any February since he has been in business.

In the matter of supplies with Mr. Carpenter, the first question is quality—price is the secondary consideration, for he long ago found out that the public wanted something good and was willing to pay a reasonable price for it. Naturally he employs sanitary methods and his fountain is fitted with the most modern appliances. The one thing that he complains of at present is lack of room, and this contingency is shortly to be taken care of by the enlargement of the store which he has planned.

And although Mr. Carpenter is generally to be found behind the counters of his busy store, he still has time for outside interests. He is chairman of the executive committees of both the Pennsylvania Pharmaceutical Association and the Philadelphia Association of Retail Druggists; is a frequent attendant at the meetings of the Philadelphia branch of the American Pharmaceutical Association and of the various functions at the Drug Club, being an active member of both organizations, while no Quaker City delegation at the various N. A. R. D. conventions would be complete without him. In the conduct of his store, and particularly the soda fountain, Mr. Carpenter has an able assistant in his wife, who during a rush hour is by no means averse to ministering to the wants of the thirsty with a celerity and ease that not only disposes of business, but helps bring more.

ADVERTISE CANDY AS A FOOD

By Henry D. Wilson,
Advertising Manager, Cosmopolitan Magazine.

THERE be wise manufacturers in all lines, and there be some not so wise; just as two thousand years ago there were nine foolish virgins to one wise one. The proportion still stands good in both lines.

The American people, as a people, are sweet-eaters. The easiest proof of this is the consumption of chocolate. An analysis of government reports will show the enormous increase in the import of the basic ingredient. And one look into a confectionery shop will show the cause.

Sweets being a dainty should be packed in dainty and unique packages—should have a dainty and unique trade-mark—and should have every possible earmark of refinement and cleanliness surrounding their sale.

Sweets should be advertised along the very same lines that they are packed, and further, they should be advertised from a great many more angles than the up-to-date copy writer has thought out.

Some new articles along this line might run to the sweet as an article of food. Sugar and the other ingredients that go into the composition are fat producers; give more healthfulness if properly eaten. Show that an ordinary chocolate cream, if slowly dissolved on the tongue, and thus getting properly mixed with the juices exuded from the salivary glands, will give properly digested nourishment.

Show the effects of sugar assimilated in this way on the blood corpuscles and therefrom on the complexion. Show the heat units produced, and, in fact, bring out the healthful question of the consumption of sweets from a new angle.—The Signs of the Times.

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A Fine Fountain a Good Advertisement

A Baltimore Druggist Gets Both Profit and Publicity from His Fine Fountain—Women Conservative—Men Want Novelties—Egg Drinks in Lieu of Luncheon—Staple Drinks the Mainstay of the Fountain—Quality Counts

BALTIMORE, March 7.—That the soda fountain, when properly managed, is not only a paying investment, regarded by itself, but constitutes a most effective means of advertising a store has been demonstrated by R. E. Lee Williamson, of Lee Williamson & Co., Fayette and Eutaw streets. This pharmacy is midway between two others that have been established for years and have come to be well known. It is also near a department store which dispenses soda, and is therefore exposed to exceptionally active competition. That it has made steady headway in the favor of the public clearly demonstrates that it possesses something apart from all the rest which appeals to the public and attracts custom.

The store is one of a rather small class in that it is of sufficient width to admit of the fountain being placed in the middle of the floor, accessible on all sides. The sweep of the counter is broken only by two columns with electric lights and faucets. Every manipulation of the dispenser can be followed by the patrons, and there is no possibility of doing anything

DRUG STORE OF LEE WILLIAMSON & CO., BALTIMORE, MD.

concealed. This makes it all the more important that every part of the apparatus should be carefully looked after and that the materials should be first class. Standing on one side of the fountain the customer can see under the counter on the other, and the slightest disorder or want of scrupulous care will immediately be noticed. It was with a view to having everything in plain sight that Mr. Williamson, who planned the whole establishment, decided upon the open form of the fountain, which is about twelve feet long and more than half as wide, being constructed entirely of marble and onyx, with silver plated metal trimmings. The construction is up to date and the design simple, though dignified and pleasing. Mr. Williamson provides a full list of the beverages to be found ordinarily at soda fountains, and his policy has been rather to achieve success along the known lines than to engage in experiments.

Because of the close proximity of the store to the shopping district he faced the problem of having to meet the wants of women, while the position of the pharmacy just on the edge of the wholesale and manufacturing section also afforded an opportunity to popularize the establishment with the men. With the women the customary drinks, especially chocolate, with ice cream, are extremely taking, chocolate leading the list. The fair sex, Mr. Williamson has found by experience, will call for much the same thing from month to month, and it was only necessary to supply soda water of commanding excellence to win favor. The tastes of the men, of course, are more varied, and for their special benefit a complete line of egg drinks, bouillons and similar beverages was provided. The egg drinks, of course, are suitable for all kinds of weather, and the store has had a good run on them. The bouillons have been called for in increasing quantity, along with hot soda and other hot drinks. Many business men, having only a limited time for lunch, and frequently being in no mood to eat a regular meal, will run in for a couple of egg drinks, which satisfy them and afford sufficient nourishment until after business hours, when the matter of eating can be more deliberately pursued.

It is in catering to the business men that Mr. Williamson has made a big hit. He moves about among business men and is familiar with their needs and preferences. Before engaging in the retail drug business he was a traveling salesman, and he is therefore in close touch with masculine tastes. He finds the most efficient and resourceful type of fountain attendant the most satisfactory and economical, and in addition to employing this type, he gives the fountain his close personal attention. As a consequence, the business of the fountain has grown from small beginnings, at the time the pharmacy was open, less than two years ago, to large proportions.

Another feature of the stand, which is not shared by any other pharmacy in the city, is that it has an entrance direct from one of the most popular theaters. The patrons of Ford's Opera House can go from the lobby right into the pharmacy, the fountain being so placed that it is the most conspicuous object seen when the door from the theater is open.

Soda Water Success

There seems to be no limit to the possibilities of the soda water business, and the high water mark of the industry is remote. There is hardly any limit to expansion. It seems to make but little difference whether times are good or bad, the soda water business grows. Every year sees more fountains installed, not only in candy and drug stores, but in many other lines of business. During the past few years, bakers, grocers, department stores, meat markets, restaurants, cigar shops and a dozen other retail industries have adopted the soda fountain.

What does this mean? It means that the fountain is a money earning investment. The field is so large that no one need feel jealous of the new ones who are taking it up. The fact that no matter which way one turns he sees a soda fountain has undoubtedly been one of the great factors in creating an increased demand for fountain beverages. And the competition has stimulated the dispensers to improve the quality of their beverages.

The pure food laws have in some measure helped to improve the quality of fountain beverages, but competition has done more. Long before the pure food and drugs act went into effect the better class of dispensers were studying means of improving their fountain drinks.

The opportunities for the year just opening for the man who runs his fountain as it should be run are golden. The question to be considered is whether you are managing your fountain so as to obtain the best, both in profits and increased business.—The International Confectioner.

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The Neighborhood Soda Fountain

Two Chicago Neighborhood Druggists Who Have Built Up a Good Soda Business by Different Methods and Under Different Conditions

CHICAGO, March 10.—Leo M. Alt, the first of the two druggists whose methods are to be here considered, has a corner store at 959 Webster avenue, Chicago. This is at the corner of Sheffield avenue, in a good North Side residential district. There is no street car line on either side, but this is offset by the presence of the College Theatre within a distance of one block. This is a neighborhood theatre, with stock company playing continuously. Three matinees are given each week, and after the matinee as well as after the evening performance many people come to Mr. Alt's store for a glass of hot or cold soda or a sundae. The student trade from the nearby De Paul University also adds a small amount to the patronage of the soda fountain.

When all is said and done, however, the fact remains that by far the greater part of the patronage which has been built up comes from families or individuals living within a radius of a few blocks from this store.

Mr. Alt, who is still a young man, started in business at this

FOUNTAIN IN STORE OF LEO M. ALT,
959 Webster avenue.

point about six years ago. The fountain then in use was a small, old style wall fountain, with provision for eight syrups. His predecessor had been charging only five cents for plain ice cream sodas. This price was immediately changed to ten cents, and other drinks and sundaes in proportion. In spite of this increase in price the business, instead of decreasing, began to grow from the very start. Within two years the profits warranted the purchase of the $1,800 fountain now in use. This is a handsome affair, finished in golden oak, with heavy plate glass mirror and marble topped counter. Back of the counter is an open sanitary work board, finished in German silver.

Of course, the secret of the rapid increase of the soda trade at this corner was an increase in the quality of the drinks served as well as in the service itself. Mr. Alt is one of those who realizes that even a sanitary fountain will not keep itself clean. He personally sees to it that the fountain is kept immaculate all the time and today, after four years' use, it looks as though it had just been installed. He also insists that his soda dispensers shall be absolutely clean in person and attentive in demeanor. He will not depend on mechanical washers, nor allow a wet glass to be used in dispensing soda. Every glass is washed, wiped and polished by hand before it is used.

All drinks are served at tables, and napkins and wafers are furnished with each drink. Both hot and cold soda are served all winter. One supplements the other, and both help the general business of the store.

Mr. Alt is strongly in favor of special drinks, something if possible a little different from and a little better than that served by other druggists. He thinks people will go out of

LEO M. ALT,
A successful Chicago druggist.

their way to patronize a fountain serving something really good and original in the way of a drink which, while perhaps not absolutely new, is at least distinctive and a little different.

One of his specialties much in demand sells for twenty-five cents. It is known as "The Alt Special." Here are the ingredients: A jello base, with sliced bananas, chopped nuts, grapes, oranges, maraschino cherries, topped off with whipped cream and a cherry. A few other favorite specials are banana rarebit, made with half of a sliced banana, pineappale flavor, chopped nuts, two cubes of ice cream, of different flavors, topped

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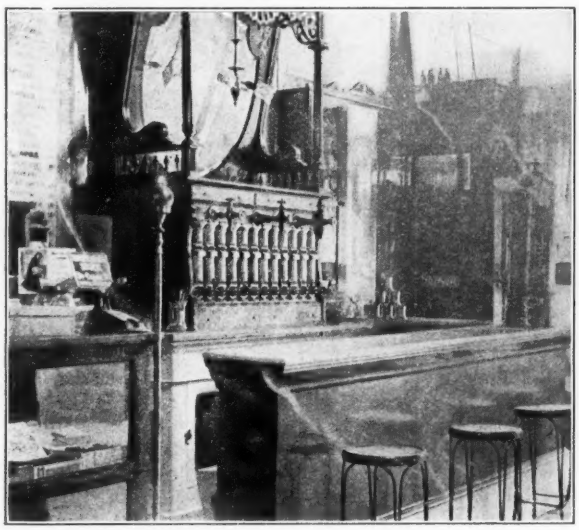
with whipped cream and maraschino cherries, price, fifteen cents; lime julep, made with the juice of one lime mixed with sugar, fresh crushed spearmint leaves, chopped ice and carbonated water, price, ten cents; college special, made with two circles of pineapple, a cube of maple nut ice cream on one and of vanilla ice cream on the other, topped with whipped cream and a cherry, price, fifteen cents; and finally a University highball, which is made of lemon and lime juice mixed with grape juice, carbonated water and cracked ice, all well shaken together.

All the ordinary popular drinks are served as called for, but specials such as the above are pushed and form the bulk of the trade at this store.

In the hot drink line chocolate, as usual, is the leader. The custom is followed of letting the customer sweeten to taste. One heaping teaspoonful of cocoa is used to a cup and half milk, half water added.

A Fulton-Bell electric mixer is used for mixing malted milk, egg chocolate, whipped cream, etc.

An indication of how the growth of the soda fountain business has helped the general business of the store is the fact that Mr. Alt started in business with only a boy to help him. Now, besides himself, he always has a registered pharmacist



FOUNTAIN IN STORE OF W. F. EGGERT,
5258 South Halsted street, Chicago.

on duty night and day. In addition, a porter and two boys are kept busy all the time.

Frank McCabe is the registered pharmacist, who has been with Mr. Alt since he started business at this point, and Leslie Denniston and Frank McDonnough are the expert soda dispensers at Mr. Alt's store.

W. F. Eggert, 5258 South Halsted street, many miles to the south of the business centre of Chicago, is the other druggist whose successful soda fountain business is to be considered.

His store is in the middle of a block but on the line of several through route street cars. Halsted street in this vicinity is a street of small shops, but on either side is a densely populated region of homes of a less pretentious character than those in the vicinity of Mr. Alt's store.

As in the case of the former druggist, however, the bulk of the large patronage for his soda fountain has been built up from among the actual residents of the neighborhood. His patronage extends over a radius of six or seven blocks, and the claim is made that customers even pass more favorably located stores to come to his place for soda.

The noticeable feature at Mr. Eggert's place is that he is doing a big modern soda business with a good but small and old fashioned wall fountain. He goes on the theory that you can draw soda from any kind of a fountain, but the best one for the druggist is the one that will draw the most money to his store and at the same time is economical in operation. The most sanitary fountain will not long remain sanitary if not carefully watched and kept free from all contamination.

Mr. Eggert, who started in this location ten years ago, is not above setting a good example to his helpers in wielding the dust brush and wash rag. Neatness of person is always required of these helpers, and everything in and about the fountain is always kept spick and span. While the fountain itself, as has been said, is small and a bit old fashioned, all the appurtenances are dainty and modern.

Mr. Eggert is inclined to be conservative in the serving of fancy and special drinks, and his big business is in plain ice cream sodas and sundaes. He refuses to serve any new drink until he is thoroughly sure he knows how to handle it properly. These plain ice cream sodas and sundaes are served at five cents each.

This winter, for the first time, he has introduced hot soda, and is enthusiastic over the success of the venture. With a hot soda, for which ten cents is charged, a dish of wafers and two high grade chocolate creams are served. This latter experiment has amply justified itself, as many young people come to his place for hot soda on account of the extra inducement of these same chocolate creams, and quite a number, after having pleased their taste with the samples, purchase a pound box of the candy.

When Mr. Eggert first began his efforts to build up a large soda fountain business in his neighborhood he was using an average of sixteen gallons of ice cream a week. Now his average is eighty to one hundred gallons. This, however, includes considerable brick ice cream, which is sent to the homes in his vicinity. This is a side issue of the fountain business to which he has paid considerable attention, and is nearly all handled by telephone. Although the soda fountain has helped the general business of his store in a marked degree, it is still from the fountain that Mr. Eggert derives his largest source of income.

A brother, E. Eggert, asists in the business, and A Kassel is the registered pharmacist employed.

ONE WAY TO MAKE THE FOUNTAIN PAY

How a St. Louis Druggist Built Up a Profitable Business by Original Ideas and Good Service—Successful Suggestions for Special Holidays

ST. LOUIS, Mo., March 10.—Eight years ago a bright, energetic young man with lots of enthusiasm, plenty of confidence and a small amount of cash, negotiated a deal whereby he became proprietor of a drug store at Nineteenth and Wright streets, St. Louis, Mo. The store for many years had been conducted by a very estimable gentleman with a leaning toward the ethical side of pharmacy, yet who adorned the store with a small, old fashioned draft stand soda fountain before which the patrons could, if they desired, quench their thirst a few months in the year. The fountain received very little attention beyond being carefully cleaned and iced regularly and the syrups made secundem artem. This was quite enough attention for this branch of the business and the effort ceased there, serving only such customers as voluntarily came. This condition prevails today in many stores, the owner of the fountain failing to realize the real profit hidden away in the drafts and pipes of the apparatus, and to them this source of profit is an unknown quantity.

Harry S. Konetzky was the purchaser of the drug store and having served his apprenticeship in stores having well paying soda fountains, he knew the profits in soda water and now that he was in position to give free rein to his ideas, his first efforts

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were naturally directed to the soda fountain, which received a coat of varnish and lavish decorations of artificial flowers and vines, and a new and complete fountain equipment was installed and a show window set aside for the weekly fountain advertisement in which were displayed seasonable fresh fruits used in the preparation of that week's specialty. Each week opened up with a fresh fruit special—if it were to be peaches and cream, a crate of the finest peaches was displayed in the center of the nicely decorated window the background of which was a row of shelves holding crushed fruits in half gallon jars. Thus the fruits in season were utilized, strawberries, raspberries,

HARRY S. KONETZKY.

blackberries, oranges, pineapples, pears, cherries, bananas, limes, lemons, etc. Bruised, damaged or decayed fruit was never displayed, only perfect specimens of each fruit were exposed to view and if the particular kind of fruit displayed was not used in its fresh state and was subject to rapid decay, it was promptly converted into the preserved state for future use. Thus the display of fresh fruits and the announcement of a fresh fruit specialty every week speedily produced a soda fountain business of an average of fifteen dollars per day for the first month in the newly acquired store.

By adding chocolate ice cream to the list of supplies and making a specialty of serving orange ice on Sundays, the season closed with the soda fountain running neck and neck with the other departments of the store in volume of sales and with an extremely satisfactory profit. Mr. Konetzky, although being an advocate of cold soda, was not favorably impressed with the hot soda idea and make the same mistake customary with many druggists. His fountain was put out of commission and profit-making, during the winter months, but he later saw his mistake.

The succeeding seasons were a repetition of the first year in effort and attention to detail and resulted in a larger business and more profit. His success came from serving cold soda over a clean counter from a clean fountain and making every glass of soda appetizing. He omitted none of the minor points, napkins, straws, etc.; in fact, he served a glass of soda water as correctly as he filled a prescription and took just as much pride in dressing up a nut sundae as he did in rolling a pill. The final result was a business beyond the capacity of his store and he leased larger quarters in the new building at Fifteenth and St. Louis avenue, into which he moved. Now he inaugurated a twelve months' business at his fountain, opening up with a hot urn and some very good advertising matter announcing "Konetzky's Koko" and "Konetzky's Koffee," which were served in dainty china cups with a few wafers. His customers could recall the summertime taste of "Konetzky's Kold Koncoctions" and were soon regular purchasers of his hot coffee and chocolate, to the profit of the young man. While the soda business had grown it was found that the ice cream business was making great strides, lots of sundaes were being sold and the bulk trade had increased enormously, so with good business sense Mr. Konetzky equipped his basement with a small ice cream plant. This gave him absolute control over his ice cream business, the flavors, the moulds, etc., and reduced the cost of ice cream to just one half of what he had been paying. Next came a new advertising scheme in connection with the regular daily drink special and the weekly fresh fruit special, a holiday special, and New Year's Day being at hand he procured two figures, one dressed as Father Time with the proverbial scythe, and the other as New Year and in the hand of New Year was a neatly written resolution, "I resolve that during 1911 I shall drink Konetzy's Kold Koncoctions; they please, satisfy and delight." This formed the window display and at the fountain was served a "New Year's Delight," made thus: One oz. pineapple syrup, 1 oz. orange syrup, the fine stream to fill the glass three quarters full, half a scoopful of crushed ice, then filled with the heavy stream. A tablespoonful of marshmallow cream flavored with champagne phosphate was floated on top and the beverage served with a spoon and straw.

On Valentine Day a heart-shaped sundae made of strawberry ice cream, served upon a lace paper napkin with "My Valentine" in gold script letters (bought from the stationer) across the heart, was served. This was named "Konetzky's Valentine." For customers not desiring the special all sundaes were dressed with candy hearts, and heart-shaped or Valentine Day napkins completed the service.

For Easter a quantity of marshmallow rabbits were made, each rabbit two inches in height and in a sitting posture, and into every glass of soda served was placed an Easter rabbit; the body being light it would float easily in any foamed or ice cream drink. "Easter Egg Sundae" was also served, which consisted of lemon ice served in an oval egglike dish into which was embedded a perfectly round portion of yellow ice cream, which made a very tasty combination when served with Nabisco wafers.

"Uncle Sam Independence Sundae," "The Eagle's Scream," "Miss Liberty," "Constitution Frappe" and "Thomas Jefferson" constituted the specials for the Fourth of July, on which day every sundae, every glass of soda served, had a small paper flag attached to a steel pin either in the ice cream or hanging over the edge of the soda glass. The "Uncle Sam" was the most unique of all the specialties. It was made as follows: One dipper of ice cream, two ounces of grape juice and the fine stream just enough to mix them well, over which pour marshmallow cream diluted with simple syrup, which will float upon the grape juice and ice cream; fill the glass to within an inch and a half of the top with the marshmallow, then add whipped cream flavored with strawberry and colored red. This gives the national red, white and blue colors in effective style. Thanksgiving brought out the turkeys as a decoration, and Christmas Day brought forth the Santa Claus special, the most effective of all. From the handles of each spoon used in serving there was suspended a small stocking and in each little stocking was a Christmas surprise consising of a half dozen pieces of perfumed candies, or a miniature toy of some kind. The toys were purchased from a local toy dealer for about a cent apiece or less.

The novelty of the affair and the manner of distribution was enjoyed by all and even with the temperature at 15 above zero on Christmas Day, Mr. Konetzky took in $35 at his soda fountain and he is not located in the business section of the town. In fact, he is in a neighborhood which to the casual observer would not suggest a business of $5 per day at the fountain, yet he employs a professional soda dispenser twelve months in the year and is now looking forward to a better and bigger business in 1912. As his talent for originality in advertising and preparing new drinks seems never to be exhausted, it is possible the story of 1912 will be better than the record of the past years. Mr. Konetzky believes that palatable drinks are popular and popular drinks are profitable and these are the kind he serves.

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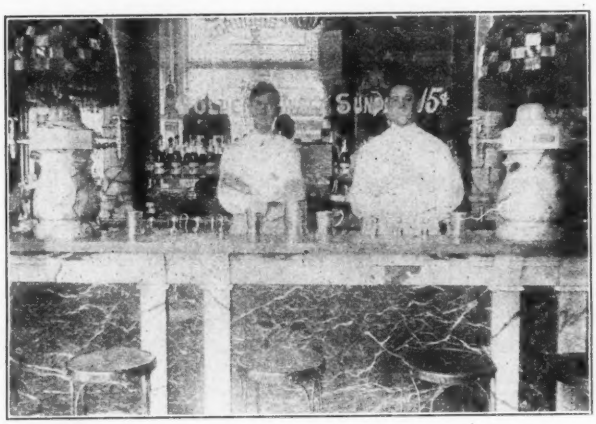
High Class Drinks Bring High Class Custom

A Kentucky Fountain Where Ten Cent Drinks Are the Rule—"Marse Henry" Watterson as a Soda Fountain Customer—Quality Counts at the Soda Counter—Forty Years of Leadership

LOUISVILLE, Ky., March 10.—Let's suppose that you are a stranger, interested in the drug and soda trade, and just arrived in Louisville, Ky. Naturally you want to find out something about the biggest and best downtown pharmacies featuring soda fountains in the Gateway City, so you climb into the Seelbach auto bus at Union Station, Tenth street and Broadway, and in a jiffy you are facing a suave clerk in the Seelbach Hotel, at Fourth avenue and Walnut street, and have been assigned to quarters as sumptuous as you demand. Then you change that collar, remove the last cinders of the train from convenient cavities about your person and saunter down into the lobby, where you interrogate a solicitous negro bellboy.

"Tell me the nearest and one of the best drug stores in town, Sam," you demand.

"Well, suh, it mostly depends 'pon your pussonal tastes and what you want; but just walk one block north on Fourth to Green street, and right opposite the Courier-Journal Building



FOUNTAIN IN BUSCHEMEYER'S STORE, LOUISVILLE.
Robert E. Simpson at right.

you'll find Buschemeyer's. I reckon they can fix you up with whatever you need. Yes, suh—thank you, suh."

And you proceed to follow Sam's advice. For Buschemeyer Brothers are one of the oldest established, most reliable and best known firms of pharmacists in the Gateway City. The original Buschemeyer pharmacy was located something more than forty years ago at the corner where it now stands. Within that time a second pharmacy has been established, not more than a couple of years ago, at the corner of Third avenue and Broadway, in the residence district, and a notable feature of both stores is their excellent equipment and business boosting methods in their soda departments.

Of the two, the downtown store offers more features of interest and evidences genuinely up to date spirit in building up notable fountain trade. The southwest corner of Fourth avenue and Green street, where the store is located, is an artery of arteries in the busy retail business section of the Blue Grass metropolis. The Fourth avenue car line, by far the most important in the city, passes directly by the door, and so does the Green street line. Half a block east is the biggest interurban railway station in the city. A block south there are the Seelbach and Henry Watterson hotels, the two largest hostelries in Kentucky. All through the neighborhood are towering office buildings, department stores and smaller retail shops. It is not a matter for wonder that Buschemeyer Brothers have circumspectly taken advantage of the natural facilities of their location and advertised the store as "The Ladies' Stopping Place."

During almost half a century of growth in Louisville's shopping district Buschemeyer's has kept pace constantly. The store has seen the day when it was almost in the residence section. Old fashioned colonial homes lined Fourth avenue from Walnut street south in the early '70s, and the heart of the town was down near the river front, with Fourth and Market, three whole blocks distant, as the stopping point.

That transient spot, known in every city as the center of the retail business district, has gradually progressed south along Fourth until it now alternates between the Buschemeyer corner and the next one south, at the Seelbach Hotel. In any event, there isn't a chance for the pharmacy to be considered as anything but a focal point in this part of town. And being a stranger and inclined to doubt, you might look over the assessor's list of property valuations through that section. You would see that the Buschemeyer firm is paying more than ten times the annual rental of forty years ago, ensconced as it now is at one of the most valuable points that could be desired for business.

Possessed of such valuable advantages of location, the Fourth avenue druggists are equal to every emergency in working up the various branches of their patronage to the desired concerto pitch. The soda fountain, depending as it does equally upon established and transient clients, has been given a prominent location in the very front part of the store, visible for as great a distance as any single object could be in the congested district.

The Buschemeyer store is fronted entirely with glass. That counts in boosting fountain receipts. There is a capacious entrance which cuts off a big triangle of the corner and leads directly to a seat at the fountain. That counts for something more. The tout ensemble of the soda department, as it were, is inviting and calculated to inspire a thirst, or even hunger, in the observer at first glance.

The present Buschemeyer fountain, the most recent of a long line of equipment which extends back into the dark ages of the soda world, when ice cream sodas were unknown and crushed ice formed the nucleus of appetizers, is a handsome affair. It is made of marble throughout, with a beautiful sideboard finished in mahogany and various features of attractive ornamentation, such as plenty of mirrors and an abundance of sparkling electric bulbs, indirect lighting being furnished through incandescents which are sunken behind the onyx facings of the sideboard columns. There is seating capacity for about twenty-five persons, and, incidentally, it becomes obvious that the Falls City public doesn't believe in standing when it eats or drinks.

Standing may do for the Gothamite, or the man from Kokomo, or the resident of Painted Post, says the Louisvillian, who is proverbially easy going and of Southern temperament, but give me a comfortable stool, if there is such a piece of furniture, when at the soda fountain. There have been attempts, in the history of Blue Grass fountains, to abolish the stool, because of its tendency to occupy valuable space that did not necessarily belong to it, but all such attempts have failed. Accordingly, the Buschemeyer fountain is just like all others in this community, in that it affords sitting room for patrons.

The service features of the department would be rated as immense by any soda dispenser in the country. The service counter is equipped with two big draught columns, each of

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which contains five tubes and faucets, for fine and coarse streams of soda, vichy and plain water. Inasmuch as two men work behind the counter all the time, and the space behind is by no means unrestricted, two columns are a necessity. Then there are streams of hot and cold water, forcing their way through the wash basin all the time, so that glasses may be washed as clear as the traditional whistle after each using, to be set aside and then doused liberally with a sal soda solution and allowed to dry in a current of air from an electric fan before being polished and put up for service again.

Now that you have looked over the fountain with care, within and without, you begin to wonder about its stock in trade and the men behind the guns. You hear pretty nearly everyone who seats himself say, "Hello, Bob!" and the personality of this presiding genius is manifestly so omnipresent that you wonder who "Bob" is. The answer is easy, for in spotless white behind one of the draught columns there appear the comfortably broad shoulders and smiling visage of Robert E. Simpson, who for some time past has been chief dispenser at the Buschemeyer fount. The reputation of Mr. Simpson extends from one end of Louisville to the other, for he has successfully managed fountains and sold soda and ice cream delicacies from Crescent Hill to Portland and from the shopping district to Churchill Downs.

The Buschemeyer chief is one of the sternest advocates of 10 cent sodas that can be found south of the Mason and Dixon line. Consequently, he is satisfied that nothing at his fountain, unless it is a glass of Coca-Cola, vichy, or similarly simple beverage, is sold for less than a dime.

"I believe that the public buys soda water because it wants the national American drink. No one expects the other fellow to be in business for his health, and unless the soda fountain owner adheres strictly to the 10 cent standard he is reduced to that level. The solution of the question is simple—just give your patrons quality goods and they will expect to pay a reasonable price, affording you justifiable profit on your investment," said Mr. Simpson to an AMERICAN DRUGGIST representative.

As a quality fountain the Buschemeyer soda department handles one of the biggest menus that can be found in Louisville. Three flavors of ice cream are in stock the year 'round—chocolate, vanilla and one other sort, which varies with the seasons, according to whether fresh peaches or strawberries are in vogue. Then there are one or two kinds of sherbet, and the foundation materials for Buschemeyer drinks are completed.

Milk and egg drinks, owing to the wide clientèle of business men who patronize the fountain, are headliners. Mr. Simpson believes that the matter of mixing an egg drink should be left entirely to the discretion of the dispenser.

"Eggs are often guaranteed to be fresh nowadays," said he, "but you may believe me that the guarantee goes wrong in the best material on the market. Oftentimes, in an assortment of eggs for which you pay 50 or 60 cents per dozen and which are labelled and sworn to as strictly fresh, you will find those which are away past the danger line. Assuming that the dispenser breaks such an egg as this in full view of the customer, do you think that the correct impression is afforded for the fountain? Manifestly it is not the dispenser's fault that the egg is bad, but the unfortunate occurrence undoubtedly nauseates your customer—and then you lose him. But if the egg is cracked beneath the counter the dispenser alone may judge as to its desirability, and certainly the ultimate consumer may rely upon his judgment, for no progressive soda man will take a chance on mixing a bad egg just for the sake of that one sale."

The final quality in the Buschemeyer dispensing staff is included in the spirit which the boys have imbued in "boosting the higher lines." Chief Simpson and his assistant, Robert Locke, devote as much time to the invention and production of specials as the prescriptionist does to study of his pharmcopœia. For about two years, according to Mr. Simpson, an energetic campaign has been in progress which has resulted in the conversion of scores of customers in the 10 cent straight soda and sundae lines to patronage of the 15, 20 and 25 cent offerings. A daily menu of two or three special mixtures of fruit syrups and soda, or of fancy ice creams, whipped cream and chopped fruits, is devised and featured on the mirror in artistic snowy letters. And the Simpson specials are original, too.

But stop—lest we forget—there is an individual patron of the Buschemeyer fountain who boasts of national prestige and who accordingly lends a note of individual personality to the establishment. If you arrived at the domain of Simpson et al. at the psychological moment you might see a broad shouldered, snowy haired figure pushing its way to the fountain. Then a deep voice calls, "A double egg phosphate, please," and you have the favorite drink of Henry Watterson, the illustrious editor of the Louisville Courier-Journal, who recently engaged in an editorial conflict of national significance with Colonel Harvey, of Harper's Weekly, and Governor Woodrow Wilson.

A POPULAR CHICAGO STORE.
W. F. Eggert, A. Kassel, his regular pharmacist, and E. Eggert, his brother.

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Board Questions and Answers

Selected Questions Asked in Recent Examinations by Various State Boards of Pharmacy with Their Correct Answers

(*Continued from page 77.*)

PHARMACEUTICAL CHEMISTRY

Asked by the New York Board

(Examination of January 31, 1912. Time, three hours. It is required to answer the first six questions and any four of the others.)

1. Sodium salicylate. Give (a) the process of manufacture, (b) the color produced when iron salts are added to it.

Answer: (a) Sodium salicylate $NaC_7H_5O_3$ may be prepared by the decomposition of sodium bicarbonate with salicylic acid in the presence of water, carbon dioxide being evolved. The process must be conducted in porcelain or glass vessels and all contact with iron or metal utensils must be avoided, or the resulting sodium salicylate will become colored. (b) When a solution of ferric chloride is added to a concentrated solution of sodium salicylate a dark violet color or even precipitate is formed. In dilute solutions a violet color is produced.

2. Tincture of ferric chloride. (a) How much ferric chloride should it contain? (b) Why should it be set aside for at least three months before using?

Answer: (a) Tincture of ferric chloride should contain not less than 13.28 percent. of the anhydrous ferric chloride, corresponding to 4.6 percent. of metallic iron. (b) The Pharmacopœia directs this tincture to be set aside in closely covered vessels for at least three months. The object of this ageing is to allow chemical reaction to take place between the free hydrochloric acid in the solution of ferric chloride and the alcohol. Ethyl chloride, or chloric ether, and other compounds are formed which are said to increase the therapeutic effect of the aged tincture of iron.

3. Write the chemical formula for each of the following: (a) copperas, (b) lunar caustic, (c) red precipitate, (d) iodoform, (e) phenol.

Answer: (a) FeO_4+7H_2O. Copperas is the term applied to the impure or commercial iron sulphate and not the U. S. P. ferrous sulphate. (b) Lunar caustic is the synonym for the fused or moulded silver nitrate prepared with hydrochloric acid; the chemical formula therefore would be $AgNO_3$ plus KNO_3. (c) HgO. (d) CHI_3. (e) C_6H_5OH.

4. Give the chemical name of each of the following: (a) $BiONO_3$, (b) $KHC_4H_4O_6$, (c) H_2SO_4, (d) $NaNO_3$, (e) $Ba(OH)_2$

Answer: (a) Bismuth subnitrate or oxynitrate. (b) Potassium acid tartrate or bitartrate or cream of tartar. (c) Hydrogen sulphate or sulphuric acid. (d) Sodium nitrate, also called Chili saltpeter. (e) Barium hydroxide or hydrate.

5. Complete the following equations: (a) $Zn+H_2SO_4=?$ (b) $2NaHCO_3+heat=?$ (c) $HgCl_2+2NH_4I=?$ (d) $KI+H_2C_4H_4O_6=?$ (e) $FeSO_4+K_2CO_3=?$ The presence of the necessary water is assumed.

Answer: (a) $Zn+H_2SO_4=ZnSO_4+2H$.
(b) $2NaHCO_3+heat=Na_2CO_3+H_2O+CO_2$.
(c) $HgCl_2+2NH_4I=HgI_2+2NH_4Cl$.
(d) $KI+H_2C_4H_4O_6=KHC_4H_4O_6+HI$.
(e) $FeSO_4+K_2CO_3=FeCO_3+K_2SO_4$.

6. Define the following terms: (a) volumetric solution, (b) tetrad, (c) proto, (d) assay, (e) gravimetric.

Answer: (a) A volumetric solution is a solution of definite strength, prepared by dissolving a given weight of a reagent in grammes in a definite volume of distilled water or other solvent, in cubic centimeters. (b) Tetrad means a valency of four, or an element having four combining bonds. (c) Proto is a prefix derived from the Greek, meaning "first," or lowest combination. Protochloride of mercury, for instance, means mercurous chloride in distinction from the perchloride or mercuric chloride. (d) An assay is that part of a chemical analysis of a drug, chemical or preparation, which determines the quantity of an active constituent contained in it. (e) Gravimetric means measuring, or determining by weight, in contradistinction to volumetric or determination by volume.

7. What percent. of anhydrous sodium carbonate does $Na_2CO_3+10H_2O$ contain? (Atomic weight of Na=22.88, of C=11.91 of O=15.88, of H=1.)

Answer: From the above atomic weights the following molecular weights may be calculated:

2Na	= 45.76
C	= 11.91
3O	= 47.64
Na_2CO_3	=105.31
$10H_2O$	=178.8

$Na_2CO_3.10H_2O=284.11$

From these figures the following proportion results:

284.11 : 105.31 :: 100 : × 105.1, hence

$$\times=\frac{10531}{284.11}=37.06.$$

That is, the crystallized sodium carbonate $Na_2CO_3+10H_2O$ contains 37.06 percent. of anhydrous sodium carbonate Na_2CO_3.

8. Name five official organic acids that are very soluble in water.

Answer: Glacial acetic, citric, trichloracetic, tannic, and tartaric acids.

9. How may a ferrous salt be distinguished from a ferric salt?

Answer: (a) Sulphocyanates produce a red solution with ferric salts, but do not change color with ferrous salts. (b) Ferricyanides produce a green color but no precipitates with ferric compounds, but with ferrous compounds produce a deep blue precipitate.

10. Mass of ferrous carbonate. (a) Write the reaction that takes place in its manufacture. (b) What change does it undergo when exposed to air?

Answer: (a) $FeSO_4+Na_2CO_3=FeCO_3+Na_2SO_4$. (b) When exposed to the air the mass becomes oxidized and assumes a greenish-black color.

11. Chloroform. Give (a) the process of manufacture, (b) the percent. by weight of absolute chloroform that the official product should contain.

Answer: (a) Chloroform may be manufactured by distilling a mixture of chlorinated lime and water with alcohol, but commercially it is derived chiefly from acetone by the reaction occurring when this is heated with chlorinated lime in the presence of water. The chloroform layer at the bottom of the distillate is separated and washed with sulphuric acid, then with sodium carbonate solution and then with water. After complete dehydration with calcium chloride, etc., the pure chloroform is obtained by distillation. (b) Chloroform U. S. P. is preserved with a small amount of alcohol, 0.6 to 1 percent. and therefore should contain 99.4 to 99 percent. of absolute chloroform.

12. How many grammes of calcium chloride can be obtained by the action of hydrochloric acid on one avoirdupois pound of

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calcium oxide? (Atomic weight of Ca=39.8, of O=15.88, of Cl=35.18, of H=1.)

Answer: (a) $CaO+2HCl=CaCl_2+H_2O$.

55.68 72.36 110.16 17.88

1 avoirdupois pound is about 454 Gm., consequently

55.68 : 110.16 :: 454 : X, hence

$$X=\frac{110.16\times 454}{55.68}=898.$$

That is, 1 lb. av. of calcium oxide will yield 898 Gm. of calcium chloride.

13. Name five chemicals that must be protected from light and fire.

Answer: A great many of the chemicals must be protected from the light. Inflammable substances which must be protected from lights and fire include alcohol, ether, ethyl chloride, benzin and carbon disulphide.

14. Write the reactions that take place in the preparation of solution of ferric chloride.

Answer: $Fe+2HCl=FeCl_2+H_2$

$3FeCl_2+HNO_3+3HCl=3FeCl_3+NO+2H_2O$.

15. Mention the principal differences between mercuric salts and mercurous salts.

Answer: The mercuric salts are more poisonous than the mercurous salts. In their chemical behavior towards reagents they differ as follows: Fixed alkali hydroxides precipitate from solutions of mercurous salts, mercurous oxide, Hg_2O, black and insoluble in alkalies. From solutions of mercuric salts the orange-yellow mercuric oxide, HgO, is precipitated, insoluble in excess of reagent. Ammonium hydroxide produces a black precipitate with mercurous salts and a white precipitate with mercuric salts. Solution of calcium hydroxide, or lime water, gives a black precipitate with mercurous salts and a yellow precipitate with mercuric salts. Hydrochloric acid produces a white precipitate of calomel with solutions of mercurous salts, but no precipitate with mercuric salts.

Registered by Louisiana Board

Below is a list of the successful applicants for examination by the Louisiana board at its February meeting:

Registered pharmacists: Dorf Bean, Joseph Burke, A. Dollande, S. Greenburg, D. F. Huck, jr., W. T. Mayo, E. T. Powell, O. Van Horn, G. E. Western, C. J. Wichser, New Orleans; F. M. Allen, Leesville; M. H. Carnahan, Bunkie; T. L. Cronan, Lobdell; H. Huddle, Alexandria; J. H. Mays, Delhi; T. P. Raggio, De Ridder; T. Richardson, Kirbyville; H. A. Sherman, Haynesville; J. Toups, Houma; Mrs. Fleming, Arcadia.

Assistant pharmacists: A. J. Claverie, J. Michon, jr., J. Polkinghorne, New Orleans.

One Hundred and Eighteen Registered in Pennsylvania

At the February examination of the Pennsylvania board the following were successful and were registered as pharmacists:

M. Lester Messinger, W. J. Laros, C. S. Herr, F. J. Sankey, Philadelphia; W. F. Scholz, J. J. Elben, J. M. Smolovitz, A. J. Smetana, Pittsburg; D. E. Johnson, Lewistown; O. S. Bradley, Ulster; D. E. Edwards, Johnstown; J. L. Balentine, Mifflintown; D. J. Langton, Shenandoah; J. R. Smith, Harrisburg; Russell St. Clair, New Florence; Miss Mary Costello, White Haven; F. L. Black, Williamsport; R. C. McGuire, Corry; J. H. Schreffer, Shamokin; V. H. Levis, Rochester; W. B. Brown, Phillipsburg; C. D. Shuman, Akron; W. N. Lathrop, Norwich, Conn.; L. E. Frey, Wellsville, N. Y.

Registered as assistant pharmacists: Aaron Vernick, Max Bellak, W. J. Biggans, Miss Gertrude Comber, Miss Beatrice Comber, H. M. Green, Max Coplin, J. S. Case, O. E. Detrick, Morris Epstein, William Gohl, F. M. Gocal, J. J. Gunn, P. K. Lawrence, C. E. Obouchay, S. De Matthaeis, Miss Ada Madden, H. B. Nelson, Raphael Pasceri, Huma A. Rohn, P. L. Springer, D. L. Toll and C. H. Umlauf, J. T. Harris, jr., Philadelphia; H. J. Burge and F. E. Miller, Pittsburgh; W. H. Merrill, Altoona; George N. Rice, Allentown; S. S. Sandomire, Braddock; J. W. Clark, J. R. Graham, W. M. Kauffman, P. E. Klucher, Forrest Marshall, Harrisburg; Frank Bast and C. D. Field, Johnstown; E. D. Clark, F. A. Loehle, Lebanon; J. G. Cramer, E. D. Fox, Raymond Longenecker, Lancaster; Maurice Schonberger, McKeesport; H. M. Smith, New Castle; John Buck, E. J. Green, L. R. Spencer, Pittston; H. R. Colborn, P. M. Jones, Bowen Jones, A. W. Jones and C. T. Oit, Scranton; Mrs. Leah Hammel, H. F. Angstadt, H. B. Seyfert, Reading; Frank Cassimer, J. A. Young, Shenandoah; C. E. Hoeflich, J. I. McCanney, Waynesboro; E. M. Laughlin, T. E. Lehman, Williamsport; J. R. Williams, C. V. Voelker, Miss Mary Martin, Coyle, Wilkes-Barre; Andrew Zakovec, Uniontown; E. G. Nace, Roxborough; C. H. Jackson, Erie; Thomas Higgins, Plymouth; J. M. Nees, Geistown; E. F. Ondeck, Freeland; H. J. Andes, Hazleton; C. M. Pepper, Ashland; E. H. Henler, New Bethlehem; W. G. Smith, St. Marys; T. P. O'Connor, Dickson City; V. R. Rupert, Lewistown; James Brennan, Bradford; Ray McClean, Cambridge Springs; C. E. Hoffman, Beaver; H. H. Walters, Mt. Airy; D. Leahy, Mahanoy City; L. C. Scheffey, Wyomissing; F. A. Cribbs, DuBois; H. N. Krick, Sinking Spring; P. W. Warner, Pottstown; Elwood Adams, Shamokin; G. W. Hetrick, Indiana; G. E. Swanson, Tidioute; C. R. George, Juniata; G. W. Shade, Shamokin; H. W. Shumaker, Lewistown; U. F. Johnson, Warren; R. R. Eshenbaugh, Lebanon; A. La Course, jr., Hamburg, N. Y.; William C. Blake, Lawrenceville, N. Y.; C. H. Flanagan, Binghamton, N. Y.

Registered by the California Board

Following the recent examination of the California board, the applicants mentioned below were licensed to practice pharmacy in that state:

L. H. Leibe, J. E. Triguerio, A. P. Lee, G. N. Nelson, H. C. Pfluger, G. E. Smith, W. W. Soderholm, W. R. Gosewisch, G. E. Haskell, W. M. Clarke, F. L. Bayly, R. R. Landon, F. R. Quick, W. W. Wehner, W. L. Bruch, T. S. Whitling, L. B. Chase, R. W. Peet, W. M. Arnold, S. J. Spaulding, W. Underwood, T. Axtell, J. E. Arnold, J. E. Morgan, J. M. Thompson, O. B. Hunt, W. L. Scholfield, O. A. Marton, O. F. Lewis, A. B. Levi, P. A. Constantine, P. H. Thompson.

The following were registered as assistants: L. Thors, C. H. Stroup, G. Kobrick, E. W. Young, F. C. Buescher, R. B. Gable, V. B. Lewis, B. W. Hayes, F. D. Coleman, W. C. Barton, H. C. Deakin, O. Claassen, F. R. Evans, Miss Agnes D. Fairwether, E. P. Wilson, E. W. Rogers, C. E. King, Miss Anna T. Jeffers, C. J. Shepherd, S. T. McGee, O. C. Bley, T. Gray, T. W. Richards, C. P. Harter, C. E. Murray, F. Green, H. M. Hartley, R. R. Dalton.

Registered in Oklahoma

At the January examination held in Oklahoma City the following were successful and received certificates as registered pharmacists:

C. A. Tracy, C. M. Wood, A. B. Bass, Hydro; Harvey Bonto, Cherokee; Miss Carrie Broeter, Miami; C. W. Fisk, Kingfisher; E. H. Kunz, Oklahoma City; T. J. Lyle, P. R. Mills, Norman; C. B. McElroy, Blair; G. C. Morris, Gage; H. S. Shackelford, Wynnewood; L. R. Tyson, Broken Arrow; S. A. Walker, Warlsboro; L. V. Polson, Grenola, Kansas.

The following were granted certificates as registered pharmacists on diplomas from schools of pharmacy recognized by the board:

L. O. Carpenter, H. H. Duffey, J. W. Dunlap, J. D. Haas, A. B. Haas, R. B. Kershaw, D. L. Leyerle, W. H. Obergh, G. R. Schrader, J. A. Shaver, A. G. Watson.

The next meeting of the board will be held in Oklahoma City April 9 and 10.

Kansas Board Examinations

Of the sixty-two that took the examination of the Kansas board at its February meeting the following were successful:

J. J. Hartenbowers, Great Bend; W. W. Christian, Rozel; I. G. Bridges, Miss Elizabeth Bain, Harvey Bronto, Wichita; W. H. Alexander, Sterling; R. J. Eisenhower, Ellsworth; J. B. Cooke, Nickerson; Clyde Thomas, Onaga; Cora L. Gui, Burdick; M. W. Congdon, Sedgwick; Mrs. C. R. Stevenson, Herndon; F. N. Hamilton, St. John; E. P. Bellwood, Turon; W. J. Creevan, Axtell; Lloyd Rausopher, Whiting; N. L. Pauly, Tipton; L. V. Pile, Manhattan; R. W. Hull, Alta Vista; D. W. Osterfund, Sylvan Grove; A. H. Smith, La Crosse; Miss Mary E. Reed, Mound Valley; B. O. Hazen, Independence; P. A. Taneyhill, Kansas City; E. Florence Hitchcock, Westphalia; Walter C. Marshall, Clay Center; O. E. Smith, Leoti; J. B. Sidwell, Morril; T. B. Polson, Grenola; B. W. Graves, Stockton; Marion Travis, Iola.

These are the first pharmacists in Kansas who had two days' time to write on their examination, and the change from one to two days was found to be very satisfatory.

New Pharmacists for Iowa

Twenty-eight out of a class of seventy-eight were successful in the examination given by the Iowa board in January. They are the following:

J. P. Mulligan, F. W. Hartman, J. W. Wagner, C. A. Moe, L. V. Pile, J. R. Sidwell, Des Moines; J. E. Galloway, W. J. Singleton, Valley Junction; L. B. Shinn, Corning; R. O. Stone, Clarion; B. M. Tincher, Le Mars; C. A. Johnson, Waterloo; H. H. Holmes, New Albion; G. E. Campbell, Britt; Col. E. J. Erickson, Stanton; C. R. Palmer, Atlantic; W. P. Whitaker, Oskaloosa; F. L. Horton, Lime Springs; John Angelbrecht, Eagle Grove; L. E. Wahl, Gowrie; H. D. MacGugin, Washington; R. B. Bagnoll, Shenandoah; C. J. Moen, Cresco; H. W. Webber, Clarinda; G. W. Lyman, Fonda; J. A. Johnson, Ft. Dodge; R. Aborn, Sheffield; E. W. Mayer, Humboldt.

Mississippi Valley Wholesalers

At the annual convention of the Missisippi Valley Wholesale Druggists' Association, held in Peoria, Ill., recently, Arthur J. Tapping, of Peoria, was elected president. Mr. Tapping is the manager of the Barker & Wheeling Company, one of the largest wholesale drug houses in Illinois. The other officers elected were: Vice-president, C. L. Lionberger, Quincy; secretary and treasurer, F. L. Hastings, of Burlington, Ia. St. Louis, Mo., will be the next place of meeting.

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Some Simple Window Displays for Druggists

THE one advertising medium possessed by every druggist, the one medium which costs nothing, the one medium that makes a direct appeal is the show window. The show window that is well cared for advertises the good qualities of the management as well as it advertises the particular items displayed in it. The window that is ill cared for, that is untidy, inartistic, or dirty, also advertises that the management of the store is shiftless and untidy. How is *your* window? Is it a credit to the establishment? Is it neat and attractive? Are the displays changed regularly? If not, your neglect is hurting your business. A well kept show window is a valuable aid to business, an ill kept one, a detriment. Read this department regularly and you will find simple, practical suggestions easily carried out for making your window a help instead of a hindrance in your trade getting campaign.

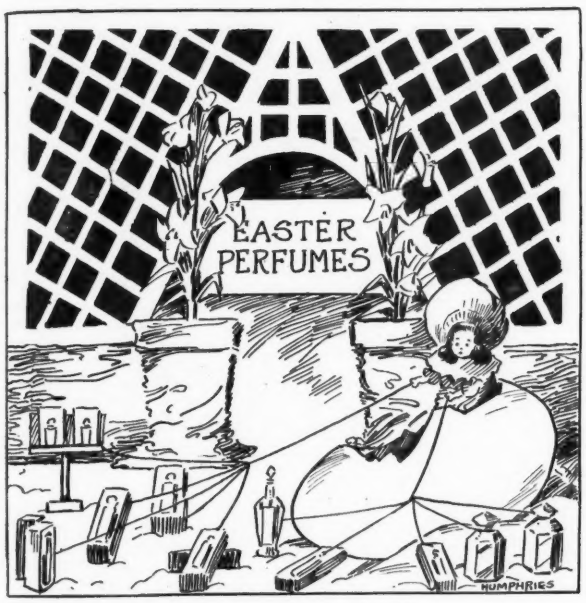
AN EASTER WINDOW

By W. A. Humphries.

EASTER displays offer plenty of opportunity for the window trimmer to show his artistic ability and at the same time his capability of getting up a sales producing window.

At this season of the year the dealers in wearing apparel put forth their best efforts to develop an effective window display, and the druggist who is thoroughly alive will not let this opportunity pass of showing seasonable articles and of displaying them in a manner to attract attention and make sales.

Some people are drawn to a show window because of a desire to possess the article exhibited, while others are attracted by the artistic quality of the display. The trim that creates a favorable impression with both these classes of observers is the one that wins and is the ideal for which one should strive.



AN EASTER WINDOW DISPLAY.

Perfumes and toilet waters are perhaps the most appropriate articles for an Easter display, although candy is usually in great demand. In fact, the variety of stock carried by an up to date druggist makes it easy for him to choose each week some article or line of goods for which there should be a demand at any given time of the year. There is perhaps no other retail merchant so fortunate in this respect unless, of course, it be the department store.

The suggestion illustrated on this page is for an Easter window, and the decorative effect will serve equally well for perfumes or candy.

The frame of the lattice work is constructed of strips of light wood and can be covered with crepe paper or cloth. Either of these materials cut in strips can be used in making the lattice and by alternating the colors a very pretty effect is produced.

If real flowers can be obtained the potted plant can be set in the box, so that the pot is hidden from view, after which the box can be draped in an appropriate manner. Artificial lilies will do, or if natural flowers are not to be had a vine of some sort may be run through the lattice work.

The manufacturers of artificial foliage have rivaled nature in their production of plants and flowers, and a reasonable amount of money invested in these aids to window dressing will prove profitable.

The egg is made of a frame of hoops covered with cardboard, then with muslin and finally a cream white or a pure white paint, depending on whether you prefer your egg to be a "hennery brown" or a "selected white." The reins from the doll's hands are attached to the various articles exhibited in the window.

Lavender and white or pink and white make a good color scheme for this display. As summer approaches it is well to use light tints and cool colors in the window in preference to the warmer colors which have given a cheery look to the windows during the winter months.

This window will appeal especially to the women, for women like to see pretty articles attractively displayed. Moreover, as the women of the nation spend far more money over the retailer's counter than is spent by the men, it is well to do one's best to attract their attention to your store.

Probably no two window trimmers would handle this display in exactly the same manner, but the very nature of the display should keep one from overcrowding the window and from arranging the packages like a row of tin soldiers.

If you are a proprietor you probably never have had in your employ a salesman who measured up to your ideal—there was always a flaw or two somewhere. However, if you are your own window dresser you can make of your window that ideal salesman you have been seeking, and this, too, with but little cost. Your personality will in a sense be reflected in every display that is placed in your window, and if that personality is of the right kind your show window, beside being a sales producer, will everlastingly preach to the public that you are a wideawake and progressive druggist and that you conduct an up to date drug store.

The Drug Markets of the World

The stenographic report of the lecture by Albert Plaut on The Drug Markets of the World, which was printed in the American Druggist for February, page 58, was taken from an address before the New York College of Pharmacy. As was explained by the chairman in introducing the speaker, the address was a repetition of an address on the same topic which had been delivered by Mr. Plaut before the Philadelphia College of Pharmacy in December. Mr. Plaut was also invited to deliver the same address before the Massachusetts College of Pharmacy, which he did later, in January, before sailing for Europe.

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AGRICULTURAL APPROPRIATION BILL

WASHINGTON, March 12.—The House Committee on Agriculture has reported a bill making appropriations for the Department of Agriculture during the coming year which retains substantially the same language as has been employed in the bill in former years. While no provision is directly made for the Remsen Referee Board, there is nothing against the continuance of that board. On the contrary, it is understood that the committee accepts Secretary Wilson's estimate of $55,000 for the board for the coming year.

The language of the bill in so far as relates to the food and drugs act is as follows:

Enforcement of the Food and Drugs Act: For enabling the Secretary of Agriculture to carry into effect the provisions of the act of June thirtieth, nineteen hundred and six, entitled "An act for preventing the manufacture, sale, or transportation of adulterated, or misbranded, or poisonous, or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein, and for other purposes," in the city of Washington and elsewhere, including chemical apparatus, chemicals and supplies, repairs to apparatus, gas, electric current, official traveling expenses, telegraph and telephone service, express and freight charges, and all other expenses, employing such assistants, clerks, and other persons as may be considered necessary for the purposes named, and rent outside of the District of Columbia, six hundred and twenty-five thousand dollars: *Provided*, That of this sum the Secretary of Agriculture is hereby authorized to expend not exceeding five thousand dollars for the purchase of all right, title, and interest in and to the Marsh test for detecting artificial coloring matter in whiskey, the same being covered by letters patent eight hundred and thirteen thousand seven hundred and twenty-eight, which payment shall include full satisfaction for any and all use that may have heretofore been made of the said process by the United States.

Total for Bureau of Chemistry, nine hundred and sixty-eight thousand nine hundred and forty dollars.

The general provisions regarding the Bureau of Chemistry are as follows:

Salaries, Bureau of Chemistry: One chemist, who shall be chief of bureau, five thousand dollars; one chief clerk, two thousand dollars; one executive clerk, two thousand dollars; five clerks, class four; seven clerks, class three; one clerk, one thousand four hundred and forty dollars; twelve clerks, class two; one clerk, one thousand three hundred dollars; eighteen clerks, class one; thirteen clerks, at one thousand and twenty dollars each; eleven clerks, at one thousand dollars each; eighteen clerks, at nine hundred dollars each; one clerk, eight hundred and forty dollars; one assistant property custodian, nine hundred dollars; one chief food and drug inspector, three thousand dollars; one food and drug inspector, two thousand two hundred and fifty dollars; nine food and drug inspectors, at two thousand dollars each; thirteen food and drug inspectors, at one thousand eight hundred dollars each; one food and drug inspector, one thousand six hundred and twenty dollars; eleven food and drug inspectors, at one thousand six hundred dollars each; eight food and drug inspectors, at one thousand four hundred dollars each; two laboratory helpers, at one thousand two hundred dollars each; one laboratory helper, one thousand and twenty dollars; four laboratory helpers, at one thousand dollars each; four laboratory helpers, at nine hundred and sixty dollars each; two laboratory helpers, at nine hundred dollars each; six laboratory helpers, at eight hundred and forty dollars each; two laboratory helpers, at seven hundred and eighty dollars each; twenty laboratory helpers, messengers, or laborers, at seven hundred and twenty dollars each; two laboratory helpers, messengers, or laborers, at six hundred and sixty dollars each; twenty-four laboratory helpers, messengers, or laborers, at six hundred dollars each; one laboratory assistant, one thousand two hundred dollars; one tool maker, one thousand two hundred dollars; one janitor, one thousand and twenty dollars; one student assistant, three hundred dollars; two messengers, at eight hundred and forty dollars each; one skilled laborer, one thousand and fifty dollars; one skilled laborer, eight hundred and forty dollars; two messenger boys or laborers, at five hundred and forty dollars each; eight messenger boys or laborers, at four hundred and eighty dollars each; three messenger boys or laborers, at four hundred and twenty dollars each; one messenger boy or laborer, three hundred and sixty dollars; six charwomen, at two hundred and forty dollars each; in all, two hundred and fifty-four thousand six hundred and sixty dollars.

General Expenses, Bureau of Chemistry: For necessary expenses in conducting the investigations contemplated by the Act of May fifteenth, eighteen hundred and sixty-two, relating to the application of chemistry to agriculture in the most general and comprehensive sense of that word, and to continue collaboration with other departments of the Government desiring chemical investigations and whose heads request the Secretary of Agriculture for such assistance, and for other miscellaneous work, as follows:

For chemical apparatus, chemicals and supplies, repairs to apparatus, gas, electric current, official traveling expenses, telegraph and telephone service, express and freight charges, thirty thousand dollars;

For the employment of such assistants, clerks and other persons as the Secretary of Agriculture may consider necessary for the purposes named, in the city of Washington and elsewhere, in conducting investigations, collating and reporting the results of such investigations, and for the rent of buildings outside of the District of Columbia, fifty-five thousand dollars.

For investigating the character of the chemical and physical tests which are applied to American food products in foreign countries, and for inspecting the same before shipment when desired by the shippers or owners of these products intended for countries where chemical and physical tests are required before the said products are allowed to be sold therein, and for all necessary expenses in connection with such inspection and studies of methods of analysis in foreign countries, four thousand two hundred and eighty dollars;

In all, for general expenses, eighty-nine thousand two hundred and eighty dollars.

The language relative to the powers of the solicitor of the Department, inserted surreptitiously last year, is not repeated, but neither is it repealed, so that last year's provision continues in effect.

Baltimore Bowlers Beat Philadelphians

Baltimore, March 9.—Ten members of the Philadelphia Wholesale Drug Bowling League came to Baltimore February 3 and tried conclusions with a ten-men team of the Baltimore Drug Trade League at the Diamond. Four games were bowled by the ten-men teams and then two five-men teams were pitted against each other for one game, the result in both cases being a defeat for the visitors, though the margin, especially in the ten-men contest, was very small. It was provided that the total number of pins should count, and the Baltimore bowlers made an aggregate of 6,262, while the Philadelphians rolled up a total of 6,183. In the five-men team contest the results were 795 for Baltimore and 759 for Philadelphia. Singularly enough, not one individual score of 200 was made. Between the contests there was a dinner at one of the nearby hotels, when Dr. W. B. Christine, of Philadelphia, treasurer of the American Drug Trade Bowling Association, toasted the Baltimoreans and thanked them eloquently for the hospitable reception given. L. W. Davis, of this city, responded for the home team. It was decided that the Baltimore League shall send a team over to Philadelphia for a return engagement on March 18. In May the national tournament at Atlantic City will take place. The Philadelphians included: Messrs. Crawford, Davis, Eckman, Buchanan, Christine, Donnel, McCorkle, Hayward, Stackhouse and Babbitt. The Baltimoreans were: Ailes, Baumgartner, Cann, Grauling, Jahries, Smuck, Davis, Armor, Dawson and Thompson.

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Druggists Win Better Telephone Terms

New York Pharmaceutical Conference After Months of Contention Bring Telephone People to Offer Sliding Scale—New Scale Averages 16 Percent.—Hundred and Fifteen Thousand Dollars Annual Added Tolls to Pay Stations

AT last the telephone agitation in New York City has been settled by the granting of a sliding scale of commissions, ranging from 10 to 20 percent., in accordance with the following schedule:

SLIDING SCALE OF COMMISSIONS FOR COIN BOX PUBLIC TELEPHONES.

Where the receipts since the previous collection average 50c a day or less: 10 percent. commission on gross receipts.

Where such receipts average over 50c and not over $1 a day: 10 percent. on the first 50c a day, and 15 percent. on the receipts in excess of 50c a day.

Where such receipts average over $1 a day: 10 percent. on the first 50c a day, 15 percent. on the second 50c a day, 20 percent. on the receipts in excess of $1 a day.

Commission on telegraph tolls: 10 percent.

Example No. 1.

Amount in box when opened..... $5.00
Time elapsed since last collection.....10 days
50c x 10 days, $5.00 at .50 commission.

Example No. 2.

Amount in box when opened..... $19.45
Time elapsed since last collection.....22 days

.50 x 22 days,	$11.00 at 10 percent.	$1.10
Balance,	8.45 at 15 percent.	1.26
	$19.45	$2.36 commission.

Example No. 3.

Amount in box when opened..... $30.65
Time elapsed since last collection.....15 days

.50 x 15 days,	$7.50 at 10 percent.	$.75
.50 x 15 days,	7.50 at 15 percent.	1.125
Balance,	15.65 at 20 percent.	3.125
Total,	$30.65	$5.00 commission.

Example No. 4.

Amount in box when opened..... $25.00
Time elapsed since last collection..... 5 days

.50 x 5 days,	$2.50 at 10 percent.	$.25
.50 x 5 days,	2.50 at 15 percent.	.38
Balance,	20.00 at 20 percent.	4.00
Total,	$25.00	$4.63 commission.

The New York Pharmaceutical Conference, composed of representatives of every pharmaceutical organization in Greater New York, held numerous consultations with the telephone officials, which resulted in the proposal of the above sliding scale. It was only after a very animated discussion that the conference decided to recommend the adoption of this scale. The figures submitted by the telephone company show that this scale of compensation would mean an annual expenditure by the telephone company of $115,000 more for commissions on the pay station collections than would have been paid out by them on the 10 percent. commission; in other words, the agitation by the conference has netted $115,000 annually to the pay station agents. The following figures prepared by the telephone company show the results of the new schedule:

	Manhattan-Bronx.	Long Island.	West-chester.	All three combined.
Number of druggists' locations..	1,195	999	110	2,304
Percent. of total public telephone stations in division.....	16	9	16	12.4

Under new scale in Manhattan-Bronx division, 890 druggists, or 74½ percent. of all druggists, will average 17 percent. commission; 213 druggists, or 17½ percent. of all druggists, will average 11.7 percent. commission; 92 druggists, or 8 percent. of all druggists, will average 10 percent. commission. Combining all druggists the average will be 16.6 percent. commission.

Under new scale in Long Island division (all now on 10 percent. commission), 529 druggists, or 53 percent. of all druggists, will average 16.1 percent. commission; 277 druggists, or 27.7 percent. of all druggists, will average 11.7 percent. commission; 193 druggists, or 19.3 percent. of all druggists, will average 10 percent. commission. Combining all druggists the average will be 15.1 percent. commission.

Under new scale in Westchester division (all now on 10 percent. commission), 13 druggists, or 12 percent. of all druggists, will average 15.2 percent. commission; 24 druggists, or 22 percent. of all druggists, will average 11.7 percent. commission; 73 druggists, or 66 percent. of all druggists, will average 10 percent. commission. Combining all druggists the average will be 12.4 percent. commission.

Under new scale in three divisions combined, 1,432 druggists, or 62 percent. of all druggists, will average 16.7 percent. commission; 514 druggists, or 22 percent. of all druggists, will average 11.7 percent. commission; 358 druggists, or 16 percent. of all druggists, will average 10 percent. commission. Combining all druggists the average will be 16 per cent. commission.

At a meeting of the conference held at the New York College of Pharmacy on March 11 the conference formally adopted the resolution, advising all druggists to accept the sliding scale. Charles H. Lowe presented a check for $59, covering collections which he had made from the druggists named below towards the expense of the conference: E. Roller, $1; I. Klipp, $5; Dorb Drug Company, $5; Charles Pope, $5; A. H. McRae, $5; B. Teitelbaum, $2; College Pharmacy, $2; F. E. Smith, $2; H. Morrell, $1; N. Snyder, $1; H. Appell, $3; B. Karpman, $2; F. I. Congleton, $2; Paul Fels, $1; L. Geisler, $2; L. Klein, $3; H. Boisnot, $4; H. Bruting, $2; Phil. Haskett, $2; W. Schwartz, $3; M. Sweitzer, $2; Kerley & Co., $2; Tscheppe & Rieck, $2.

The secretary was instructed to send out a notice to the trade of the action taken by the telephone officials and by the conference, and soliciting further contributions towards paying the expenses of the conference.

The president of the conference, Dr. W. C. Anderson, reported that he had conferred with the fire commissioners, who had agreed to issue special permits to druggists who could not have the electric light in their cellars as required under the retail druggists' permit. The license for this will be $5, the same as for the regular license.

OPPOSITION TO THE TENTATIVE OPIUM DECISION

Hearing Granted to the Drug Trade Section of the New York Board of Trade and Transportation—Additional Hearing Promised to Manufacturers of Medicinal Products

WASHINGTON, March 19.—A bitter controversy has broken out in the Department of Agriculture regarding the application of regulations relating to the sale of opium and habit-forming drugs. Regulations of a tentative character relating to this subject had been formulated by the Bureau of Chemistry and had been favorably received, but in their final form were recently held up in the Secretary's office. On Wednesday, March 6, members of the trade were granted a hearing and protested vigorously against the proposed rules.

The regulations were in the hands of the Secretary of Agriculture, having been signed by the Board of Food and Drug Inspection, when an application was received from Thomas P. Cook, as chairman of the committee on legislation of the Drug Trade Section of the New York Board of Trade and Transportation, asking that a hearing be granted before the adoption of the regulations. The request was granted and on March 6 Mr. Cook appeared at the Department of Agriculture before Dr. Doolittle, chairman of the Board of Food and Drug Inspection, and Dr. L. F. Kebler. Mr. Cook stated the objections which the manufacturers and jobbers raised to the provisions of the regulation. Thomas F. Main, representing the Metropolitan Drug Club, of New York, also pointed out many features which were deemed objectionable. Dr. W. J. Schieffelin, of New York, speaking for the National Wholesale Druggists' Association, dwelt particularly upon the desirability of restricting the application of the regulation to preparations containing relatively large quantities of opium, coca and their derivatives. W. F. Mitchell, of the Chamberlain Medical Company, of Des Moines, Ia., also protested against the regulation. Dr. Hugo Schweitzer,

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of the Farbenfabriken Company, of New York, pointed out objectionable features in the measure, which, while it imposed a great hardship on the drug trade, was, in his opinion, not calculated to produce the results desired. Frederick Rosengarten entered a protest against the regulation on behalf of the Powers-Weightman-Rosengarten Company, of Philadelphia, and Warwick N. Hough lodged a protest on behalf of the Schaefer Alkaloid Works. Dr. A. R. L. Dohme protested against the adoption of the regulation on behalf of the newly formed Association of Manufacturers of Medicinal Products, and asked that a later date be set for the formal hearing of a protest from that body, which desired time to formulate a protest. W. S. Richardson, of Washington, appeared as the chairman of committee on legislation of the National Association of Retail Druggists and said he had heard no objections raised to the regulation by the retail druggists. The hearing lasted for several hours, and it was intimated that a special hearing would be granted to the National Association of Manufacturers of Medicinal Products, probably on March 24. This is really the second hearing that has been given on this regulation, an informal hearing having been granted to a delegation sent from the Massachusetts State Pharmaceutical Association, composed of James F. Finneran and Fred. A. Hubbard, of Boston, and C. F. Nixon, of Leominster. This committee was received by Dr. Wiley and Dr. Kebler and eventually by Secretary Wilson.

FOOD AND DRUG LEGISLATION IMMINENT

Hearings Will Be Arranged For on the Sherley and Richardson Bills– Proprietary Interest Oppose Richardson Amendment

WASHINGTON, March 12.—Having disposed of the Panama canal bill, the House Committee on Interstate and Foreign Commerce has decided to take up the question of food and drug legislation at once. A report on the Sherley and Richardson bills will shortly be made by the subcommittee which has them in charge, and it is expected that hearings will be held. The proprietary medicine interests are almost a unit in opposing the Richardson bill.

BAUER CHEMICAL COMPANY ACT ON SUPREME COURT DECISION

Apply for Rehearing on Injunction Against Price Cutting—Under Dick Decision They Assert Right to Regulate Retail Price of Sanatogen

WASHINGTON, March 14.—Basing their action on the decision handed down by the United States Supreme Court Monday in the case of A. B. Dick & Co. against Sidney Henry, where the court held that a patentee has a right to dictate the terms upon which his products may be sold, and that the sale or use of the product in violation of these terms is an infringement of the patentee's monopoly, Bauer & Cie and the Bauer Chemical Company, through their attorney, Edward J. Prindle, filed a motion in the District Supreme Court on March 13 asking that the decree signed Monday by Justice Wright in the case of the petitioners against James O'Donnell be vacated and the petitioners be granted a rehearing.

The Bauer Chemical Company, as the licensed agents in this country of a patented medicine, applied last summer for a temporary injunction to restrain Mr. O'Donnell from selling their medicine at any price below that stipulated on the bottles. Justice Barnard refused to grant the injunction, and recently Mr. O'Donnell, through a demurrer, asked Justice Wright to dismiss the action brought by the chemical company. Justice Wright decided that Mr. O'Donnell was not a licensee, but a purchaser of the medicine, and could sell it at any price which he saw fit. He signed the decree dismissing the case.

The petitioners declare that the Supreme Court has decided against Justice Wright's view, and they ask a rehearing. Baker, Sheehy & Hogan are representing Mr. O'Donnell.

A BIRTHDAY DINNER FOR PROFESSOR REMINGTON

Philadelphia Drug Club to Act as Host—Pennsylvania Association to Meet June 18

PHILADELPHIA, March 13.—The annual euchre and dance of the Philadelphia Association of Retail Druggists at Lulu Temple last evening was the largest and most successful ever given by the organization, more than 800 persons attending. The first men's prize, a carbonator, was won by Morgan Powell, who did not lose a game. Mrs. Joseph Blair won all her games and took the ladies' first prize, a handsome cut glass punchbowl. There were prizes for every table and all who had won five of the nine games played carried home some reward for their skill. Dancing followed the card playing. The success of the entertainment was due to the efforts of President S. J. Reese and the other officers of the association and the following committee: M. D. Allen, chairman; H. L. Hetrick, secretary; O. W. Osterlund, treasurer; H. C. Klusmyer, J. C. Lehman, C W. Lindig, A. G. Keller, O. C. Schmidt, H. G. Lilly, R. C. Strode, C. L. Seip and Frank Egendorf.

Dinner to Professor Remington

The "birthday" dinner, which will be tendered by the members of the Drug Club to Prof. Joseph P. Remington on the evening of March 26, is assuming large proportions. It was at first expected that the occasion would be simply an informal gathering of Professor Remington's associates in the club, of which he was one of the founders, but now many of these members announce their intention of bringing friends, and among the latter will be many well-known representatives of pharmacy from other cities. President George D. Feidt, of the club, and George W. Fehr, chairman of the committee, are arranging the affair.

The officers of the Pennsylvania Pharmaceutical Association have decided to change the dates of the thirty-fifth annual meeting at Buena Vista Spring from June 25, 26, 27 and 28 to June 18, 19, 20 and 21, on account of the simultaneous meeting of the National Democratic Convention at Baltimore, only a few miles distant.

No Tariff Change Likely

WASHINGTON, March 12.—On February 16 the House Committee on Ways and Means reported a new chemical schedule which has now been passed by the house and has gone to the senate for action. Hearings with reference to it will shortly open. There seems to be little chance of its passage in anything like its present form. Very extensive changes both in classifications and rates are made.

In its revision of Schedule A the committee has endeavored to give careful consideration to the interest of the consumer. Although the duties on chemicals have a less direct relation to the prices of fully finished products than is the case with many other goods, yet in some instances the rates have an important direct bearing upon prices paid by the consumer. This is especially true of drugs, which are dealt with in paragraphs 20 and 65 of the act of August 5, 1909. The general changes proposed in the duties on the articles included in these paragraphs by H. R. 20182 are such as to reduce the burden of prices resting upon the consumer as far as possible with due regard for necessary revenue from the schedule. This has been brought about by expanding classifications and by alterations in the rates of duty. The following statement shows the changes in the rates on specified medicinal drugs:

	Paragraph.	Act of 1909.	Paragraph.	H. R. 20182.
Calomel	65	35 percent.	16	15 percent.
Medicinal compounds (alcoholic).	65	55 cents per pound[1]	18	10 cents per pound and 20 percent. up to 40 cents per pound and 20 percent.[2]
Other medicinal compounds	65	25 percent.	10	15 percent.
Chloroform	14	10 cents per pound.	20	4 cents per pound.
Drugs (manufactured)	20	¼ cent per pound and 10 percent.	28	10 percent.

[1]But not less than 25 percent. [2]According to alcoholic content.

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